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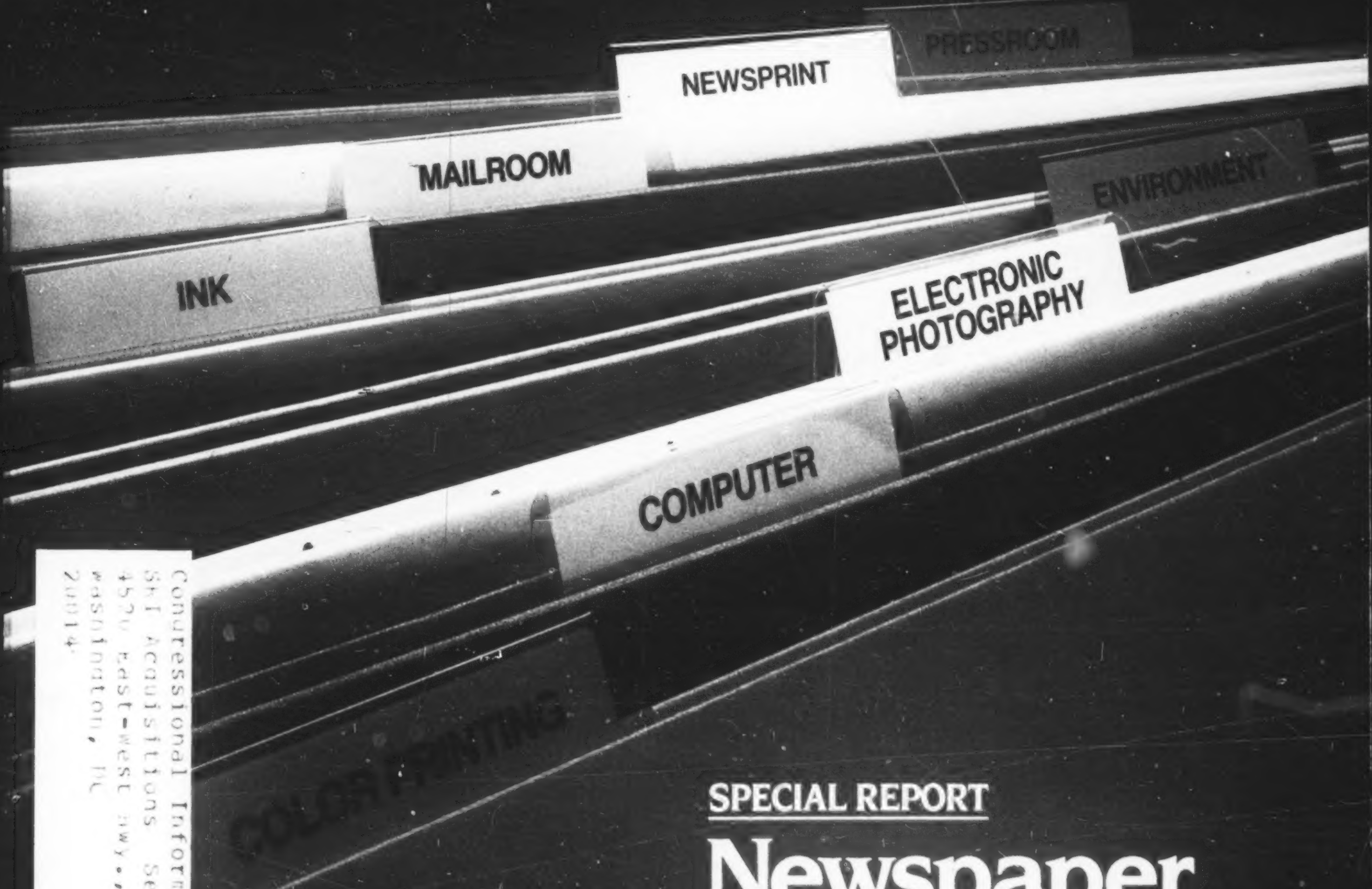
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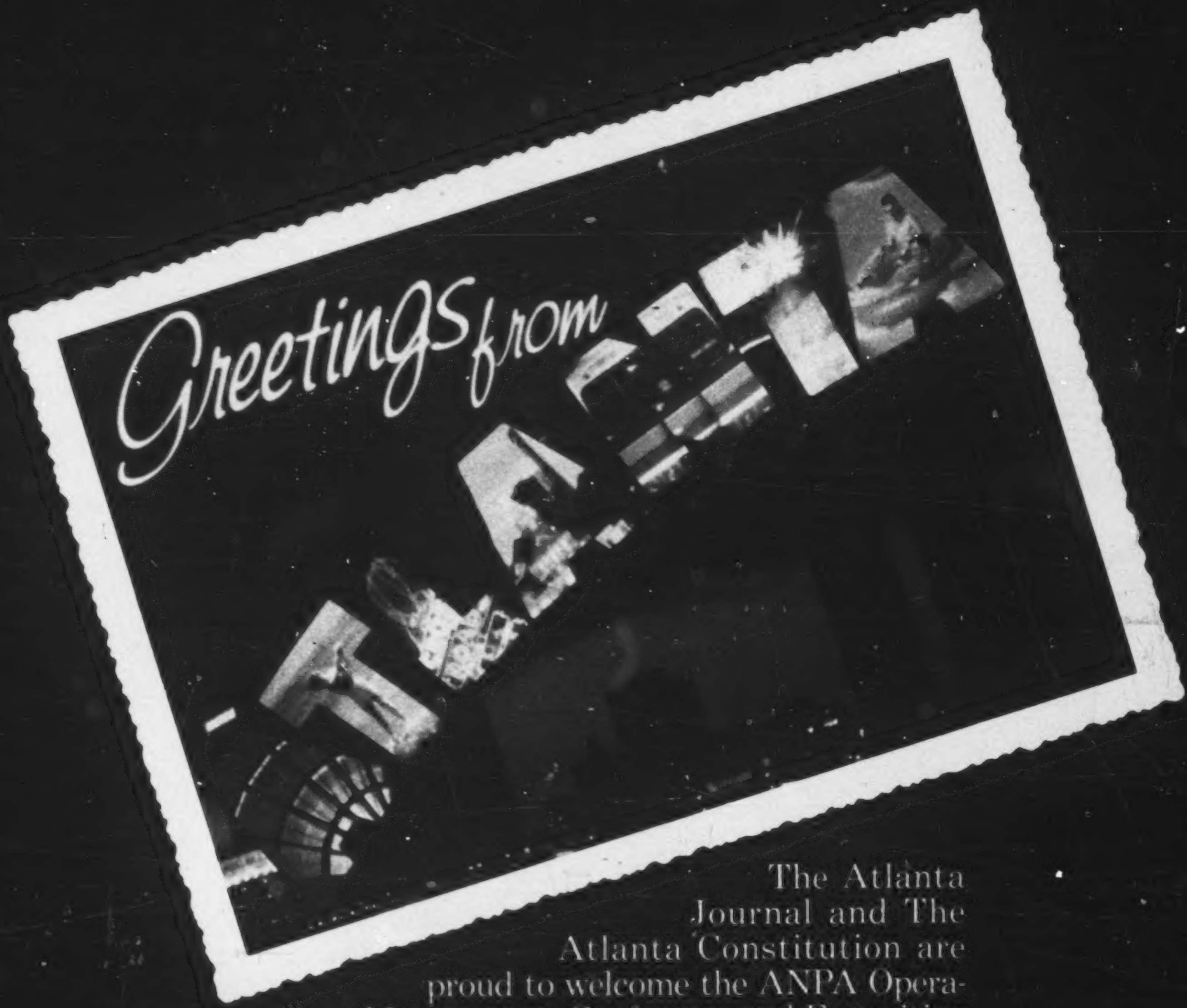
SPECIAL REPORT

Newspaper Production Technology

Preview of ANPA's Conference & Exposition



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INDEX VOLUME 8, NUMBER 6 JUNE 1986

Special Report *In the past, new technology has dramatically changed newspaper operations. What's on the horizon? The chairmen of the ANPA Technical Committee's eight task forces discuss newspapers' technological needs and how their panels are promoting developments to meet them. The work touches virtually every newspaper department and ranges from seeking improved printing methods, to encouraging the production of inks that don't rub off on readers' hands, to identifying new computer applications.* **36**

Talent search *Not usually magnets that attract the best and the brightest, smaller newspapers have to work continually at recruiting staffers.* **6**

City papers *Detecting a market for readers and advertisers downtown, some daily newspapers are publishing tabloids about city life.* **14**

Hot-metal hero *Ottmar Mergenthaler and his Linotype machine revolutionized newspaper production a century ago.* **16**

Newspaper preservation *Copies of 18th and 19th century American newspapers are maintained at the American Antiquarian Society in Worcester, Mass.* **22**

Wire wizards *Wire services do more than provide copy for the news columns. They also are sources of technological innovations of benefit to newspapers.* **24**

Pensions plus *Millions of retired workers now receive company benefits in addition to pensions. Newspapers are just beginning to join the trend.* **28**

Finding comfort at the VDT *Newspaper employees' concerns about video display terminals have switched from safety to ergonomics.* **47**

Profile: Mary Jane Haeselich *Drive to excel propelled the vice president of Newspapers Inc. in Milwaukee from secretary to senior executive.* **52**

Essay: "Information order" redux *World Press Freedom Committee's Dana Bullen says UN may take up perennial UNESCO communications topic.* **54**

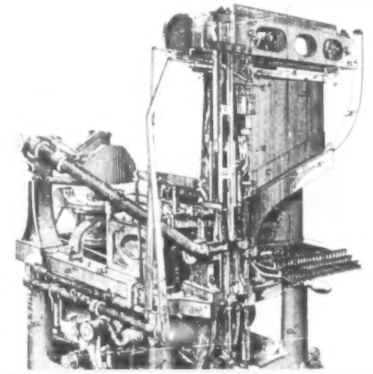
Ad agency mergers *The merger mania that has overtaken advertising agencies will affect newspapers' efforts to obtain more national advertising.* **62**

Conference preview *A look at what's in store at the ANPA Operations Management Conference & Exposition this month in Atlanta.* **80**

City Papers, p. 14

RINT
PRESSROOM
ELECTRONIC PHOTOGRAPHY

Newspaper Technology, p. 36
(Cover photo by M. C. Valada.)



Linotype Centennial, p. 16

Advertising 60
ANPA calendar 106
ANPA news 108
Chairman's corner 4
Circulation 66
Education 72
Employee relations 92
Government affairs 56
Letters 110
News-editorial 68
Newspaper business 98
Newsprint 76
Overset 112
Postal affairs 64
Promotion 74
Speeches 104
State and local 64
Technology 80
Telecommunications 58
Transportation 90
World press 58

CHAIRMAN'S CORNER

Stifling the information flow can be a deadly decision

An event thousands of miles away, by chance sandwiched between ANPA's two big annual meetings, says a lot about why a free press is indispensable if a society is to remain strong and free.

I'm thinking about the secrecy of the Soviet Union in dealing with the Chernobyl nuclear plant disaster—and the effects of that secrecy on its own people and the potential risk it posed to people of neighboring nations as well.

Alvah H. Chapman Jr.

The contrast between the oppressive totalitarian state approach and our own open flow of information could not be more telling.

We've seen our own newspapers digging for information and printing the results in embarrassing situations so often we take it for granted.

And we've just had our own special opportunity to share views and information at our San Francisco Convention—among ourselves and between us and many government and business leaders of our nation. We'll have a massive sharing of technical information at this month's Operations Management Conference & Exposition in Atlanta, too.

The Chernobyl story offers us a graphic reminder that our open system can be indispensable to personal safety as well as to personal liberty and to the general pursuit of the common good.

For us, it's almost inconceivable that officials could know that potentially deadly levels of radiation were moving across wide areas, heavily populated—and not issue warnings for days.

Imagine such a situation without basic information on what's safe to eat and drink, who's missing or dead or in need. It's frightening.

One wonders why any emerging nation would opt for a Chernobyl-syndrome information policy. I can only hope that people throughout the world are pondering the lesson of this event.

A Soviet professor, who was lucky enough to be in the United States when Chernobyl blew, offered a typical party-line comment: "Your system has too much information sometimes."

Maybe, but the end result of having all that information is that we are free.

Our government doesn't decide what we can know and when. We are free. Our mistakes are spread all over our front pages every day. We are free. Our Page Ones are symbolic of freedom's difference.

We newspaper people are privileged to have a fundamental role in demonstrating and protecting that freedom.

I'll see you in Atlanta. There is information to be shared.

Alvah Chapman

Alvah H. Chapman Jr.
Chairman and President

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Small Newspapers' RECRUITING

With limited budgets and high turnover, the search for talent never ends

BY MARCIA RUTH
presstime staff writer

When John C. Ginn arrived in Jackson, Tenn., in 1973 as publisher of the then-29,000-circulation Jackson Sun, he saw an immediate need to expand both the news and the business staffs.

Aiming to "get as much talent as I could with a limited budget," he called three former professors at the University of Missouri School of Journalism for lists of their 10 best prospects. Interviewing those who got mentioned at least twice, he wound up hiring 11.

A year later, he pulled off a similar heist when he moved to his current job as publisher of the Anderson (S.C.) Independent-Mail (morning, circulation 42,885), shortly after its acquisition by Harte-Hanks Communications Inc.

As is the case with many starting journalists, few of those two Missouri groups remained long-term with their first employers. But during the time that they worked for Ginn's newspapers, the new hires "made meaningful contributions to us. They helped improve the news product significantly."

Such episodes are hardly common in the industry. Few papers have the resources to make such a dramatic turnaround in one year.

But the need for such enterprise, and at times daring, rings true for all small dailies that are committed to upgrading their staffs, despite a relative scarcity of first-rate applicants.

Vigorous recruiting by Aberdeen American News' Beck (foreground) led to hiring of (from left) Circulation Director Bob Jacobson, Editor Harold L. Higgins, Production Director Dan Mastin and Information Systems Director Dale Zalewski.

In recruiting for small papers, "the most important thing is to cover every angle you can think of," says Robert R. Schorman, executive editor of the Messenger-Inquirer (morning, 32,624) in Owensboro, Ky., who is preparing a report on college recruiting for small papers for the Associated Press Managing Editors.

The Dow Jones Newspaper Fund recently conducted a survey on newspaper hiring, and it found that "the larger the paper, the more likely it is that applicants will contact the papers directly for a job," says Thomas E. Engleman, executive director.

At papers with less than 25,000 circulation, only about a third of successful applicants had initiated the application process, while at papers with more than 100,000 circulation, about one half to three quarters contacted the paper on their own.

Instead, small papers often get their hiring leads through want ads. Several newspaper executives contacted subsequent to the survey named Editor & Publisher as a prime want-ad source. Relatively few small papers use recruitment firms, although one such national firm, Youngs Walker, reports a recent increase in executive recruiting by smaller papers.

Next to want ads and direct application, the most important point of contact for small papers are: under 5,000 circulation, newspaper internships; 5-10,000 circulation, college professors; 10-25,000 circulation, tips from other editors; and 25-50,000, recruiting directly from other papers.

Comparable figures are not available for other newspaper departments, but the consensus is that small papers have a harder time finding good people for the business side than for editorial.

For example, at Gannett Co., which has a file of about 5,000 possible newsroom candidates, the smallest papers are advised to "grow their own" for jobs on the business side, says Vivyen J. Ray, manager of staffing and college relations. At Harte-Hanks, which has recently started an editorial job bank, small papers "fend for themselves" when it comes to finding people for other departments, says Robert P. Clark, vice president/news.

But across all departments, the common thread is that many small papers adopt what some executives call "the shotgun approach" or "casting a wide net."

And most executives agree that the process never ends. The smaller the staff, the more a vacancy hurts, and the more tempted an editor or publisher might be to settle for someone from a limited pool of applicants. "You need to be doing it (recruiting) on an ongoing basis, whether you're hiring or not," says Owensboro's Schorman.

CATCH 22. Generally speaking, people who start their careers at small papers fall into two categories: those who are using them as stepping stones, and those who aim to stay.

For editors and publishers, this division poses a catch 22. If they hire the ones whose ambition is to move on, they'll get people who may perform splendidly but then leave. If they look for local students who might be more inclined to stay, they may not be getting the top people coming out of journalism or business programs.

In competition for talent, "the plight of small papers is a pretty serious one," says George P. Kennedy, associate dean of the Missouri School of Journalism. "We attract a lot of students from small towns who don't want to go back."

Part of this reluctance is attributed to small papers' entry-level salaries, which a recent study by the American Society of Newspaper Editors shows to be, on average, below those of public school teachers in their communities.

For others, a major deterrent is some young people's attitude toward small-town newspapering, which they regard as "backwater journalism."

"I often find students want to work for the biggest paper they can," says Schorman. "The assumption is that bigger is better." Small papers, he adds, are "associated with unprofessionalism, starvation wages, poor quality work environments," although "clearly that's not always the case."

To attract good people, "smaller newspapers have to work to become known as institutions that (value) high quality," Schorman says.

> *"Promise yourself the person you hire will be better qualified than the person you replace."*

But small papers reaching for such quality must make their peace with the price they'll pay. "At small papers, turnover is a way of life. You cannot prevent it, so you have to look at it positively and take advantage of it," says Stephen Hartgen, managing editor of The Times-News (morning, 20,236) in Twin Falls, Idaho.

"You have to make two promises to make it work: Never hire out of panic, and promise yourself the person you hire will be better qualified than the person you replace." That way, Hartgen says, "You will roll up the quality of your overall news operation very dramatically over the years."

At the Boca Raton (Fla.) News (evening, 14,089), Managing Editor Chris Ledbetter estimates a 30- to 40-percent annual turnover rate, as larger papers in nearby cities such as Fort Lauderdale, Palm Beach and Miami "kind of swoop in on our talent."

Proud of the small daily's sweep of 10 state awards in the recent Florida Society of Newspaper Editors competition, Ledbetter nonetheless admits to some ambivalence. "My biggest fear," she comments, "is all of those newspapers are going to see those names on those awards, and all of those newspapers will be calling my people."

Some newspapers do not view high rates of turnover as an inevitability [**presstime**, Nov. 1983, p. 42]. For many of them, roots in the community are given great weight when applicants' qualifications are assessed.

"We are looking for people who are interested in being a big fish in a little pond," says Max M. Heath, executive editor and vice president of Landmark Community Newspapers Inc., the division of Landmark Communications that over-

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"We can't have all people who are 90-day wonders," says Heath. "In community journalism you need some people who will be part of the community."

Many small papers say they are seeking a mix—some who will stay and some who they know are only passing through.

INCENTIVES, TECHNIQUES. For small papers located in cities like Aberdeen, S.D.—which Publisher Robert G. Beck frankly calls "remote"—it helps to be part of a group. "That's really our draw," Beck says of the Knight-Ridder-owned Aberdeen American News (morning, 19,844). "If I owned this newspaper and had no other resource to go to, I would find it (recruiting) more difficult."

Located 280 miles west of Minneapolis-St. Paul and 200 miles south of the state's largest city, Sioux Falls, Aberdeen attracts people because of the opportunity to learn and then move up in the Knight-Ridder organization.

"My pitch is, 'Come work for me, and we will train you. You may not stick around forever, but I'm willing to spend time with you, work with you, and if you do well you'll be promoted out of here,'" he says. "So I admit we're a training ground, and if I can get three good years out of someone who has ambitions to work for The Philadelphia Inquirer, that's my role."

> *"We are looking for people who are interested in being a big fish in a little pond."*

Among the 18 papers of Lee Enterprises Inc., small paper recruiting is enhanced by a strong policy to "promote from within," says Personnel Administrator Sue Sharp. Job openings are posted throughout the company, with existing employees given a two-week jump on outside applicants.

Yet some newspaper executives discount group membership as the major force in attracting good applicants. "The real secret is not money or even being part of a group," says Mary Kay Blake, Gannett's manager of news staff development. A bigger factor, she says, is the degree of "professional challenge" a paper can muster for its entry-level employees.

"The chance to grow, and to grow not just by doing a job but by getting a chance to be exposed to better ways to do it," is critical to small papers' ability to attract and retain good people, she says.

Admittedly lacking the nationwide resources of a company like Gannett—which recruits journalists from 25-30 journalism schools and business-side staff at 30-40 colleges—some independent newspapers say the perception of excellence can lead talented people to their doors.

"We try to develop a reputation that this is a good place to work, that we really care about our craft," says Thomas Schumaker, publisher of the Transcript-Tele-

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> *Sometimes "it's just a question of the right applicant being in the right place at the right time."*

gram (evening, 23,854) in Holyoke, Mass.

Proud of the places his young staffers go after they leave, Schumaker says, "the other thing that happens is you really can develop a reputation that if you go to work for (a certain) paper, good things will happen to you."

Although no one knows exactly how many small papers have formal recruitment programs—Schumaker, for example, has none—most that do are constantly refining their recruiting techniques.

In Twin Falls, Hartgen doubles as a kind of "baseball scout" for The Times-News' parent company, Howard Publications, whose papers range in circulation from under 5,000 to more than 70,000, with about half under 30,000.

Whenever he travels on business, Hartgen goes a day earlier or stays a day later to interview at local universities, making extensive notes on his lap-size Radio Shack computer. In addition to recruiting from journalism schools, he favors graduates of "small- to mid-size liberal arts colleges" where he says he has found "some real gems."

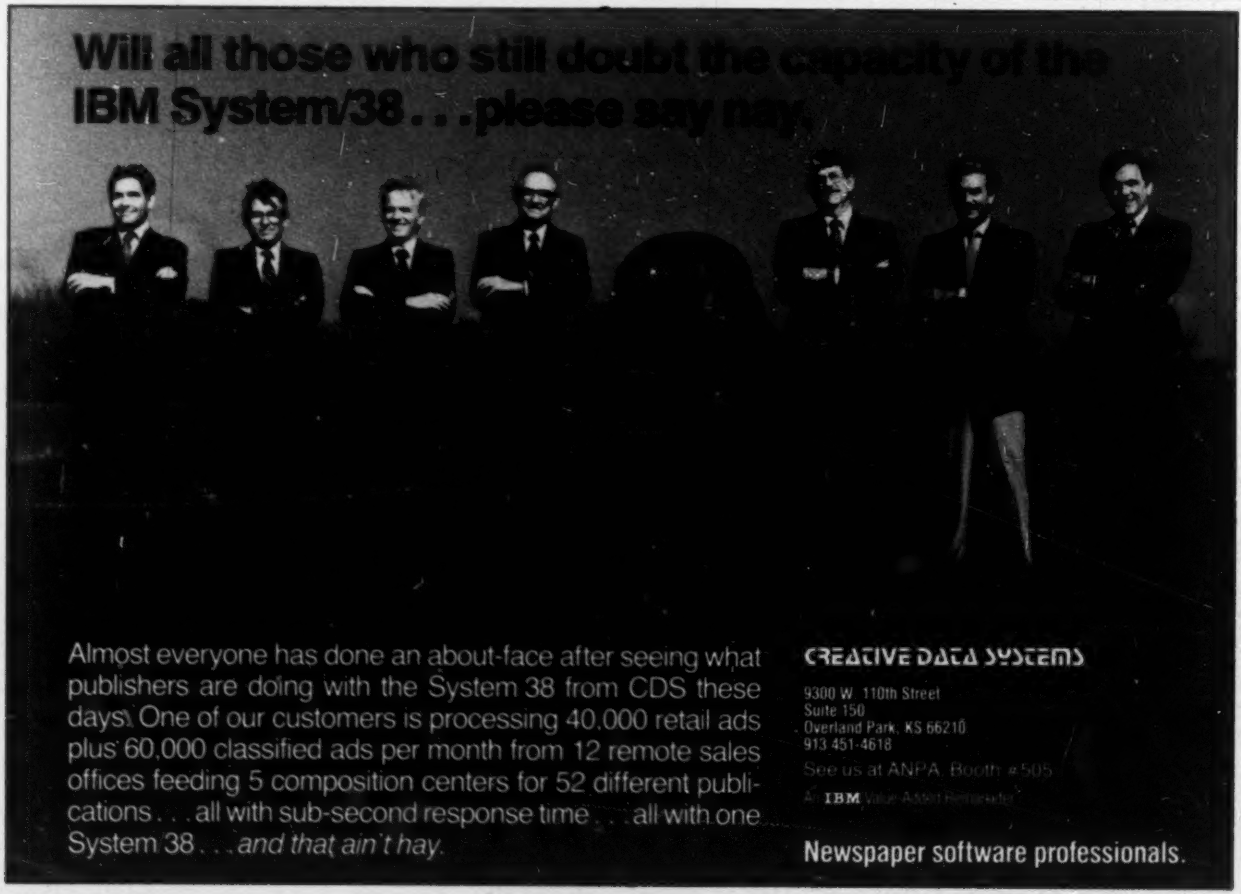
This year, Hartgen plans to develop a computerized database, so that when vacancies arise the group's editors and publishers can easily obtain his notes about potential candidates along with their resumes.

On the national level, there is only one computerized, job-referral service for all print journalists—Job Bank, a New Jersey-based service established in 1984. Papers with less than 30,000 circulation comprise about 15 percent of those using the service, says director Debra Bissinger.

At small papers, "openings tend to come up quickly, so they really are hurting if they are down one or two people," Bissinger says. Because such papers "don't have money to fly people in" for interviews, she adds, they often look only in a limited geographic area.

Nancy L. Green is one person who used Job Bank to find her current job: publisher of the Palladium-Item (evening, 21,916) in Richmond, Ind. But for production and advertising personnel, she favors running classified ads in newspapers in nearby, larger cities. With the "only big offset web operation" and the largest sales staff in her community of 40,000, "the numbers of people who would be trained in prepress, in advertising sales and in art just aren't in our area," says Green.

But with all the different efforts afoot, some say there is still no substitute for fortunate timing. "A lot of people say they keep applications on file for the next opening," notes Peter Fox, editor of the The Journal Times (evening, 35,663) in Racine, Wis. But sometimes, he says, "it's just a question of the right applicant being in the right place at the right time." ☐



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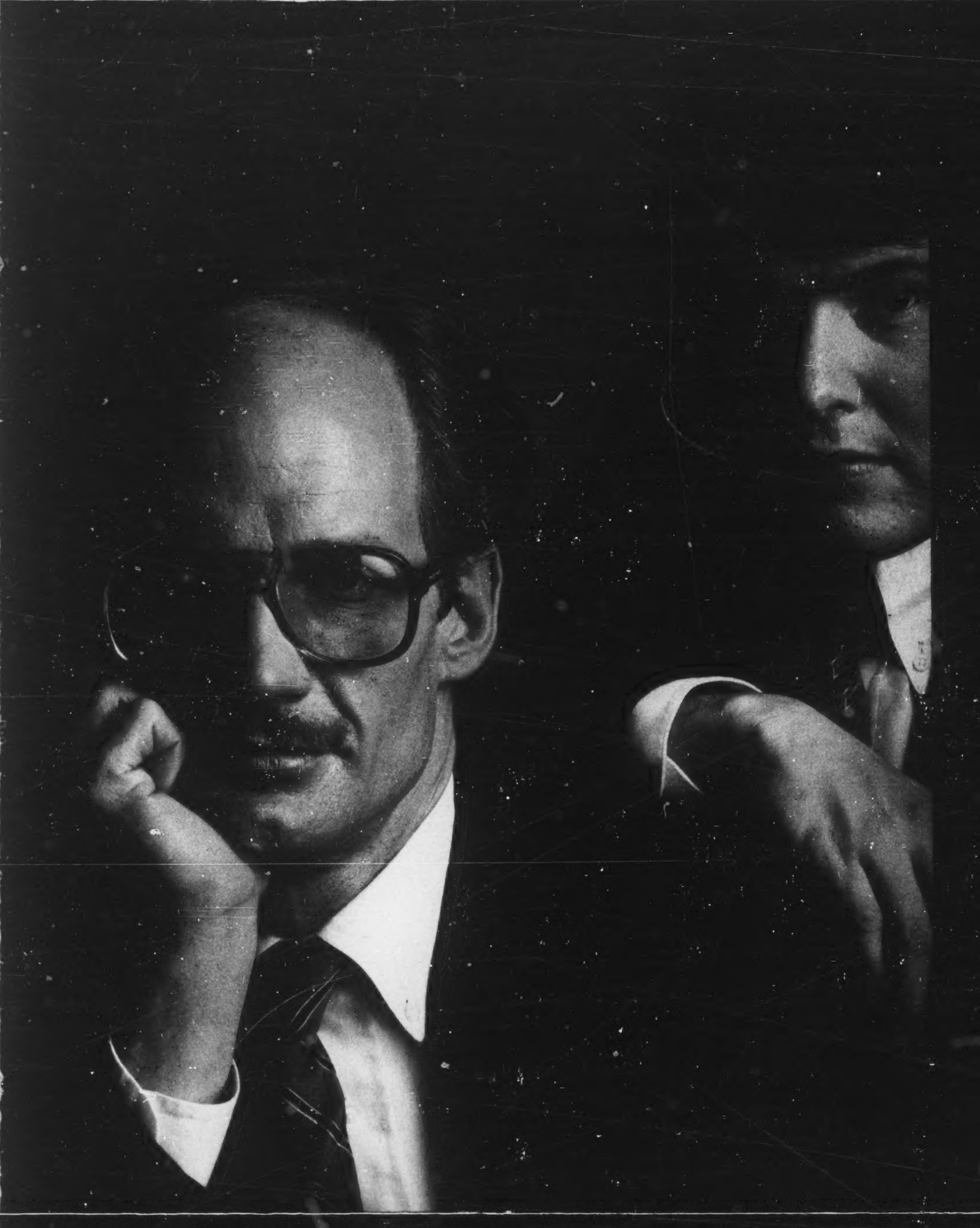

Craig Flournoy and George Rodrigue, Reporters, The Dallas Morning News

■ *When word about the Pulitzers came across the wire Thursday afternoon, April 17, 1986, cheers swept through the newsroom of The Dallas Morning News. It was announced that the Pulitzer Prize for National Reporting had been awarded to Craig Flournoy and George Rodrigue for their 8-part series, "Separate and Unequal: Subsidized Housing in America." This series documented systematic discrimination in subsidized housing across America that has gone unchecked despite legislation, federal regulation and court decisions. Supervised and edited by Howard Swindle, the series was published by The Morning News in February 1985, the culmination of a 14-month investigation that included interviews in 43 East Texas counties and 47 cities nationwide.* ■ *As a result of this series, a U.S. House Committee and the Commission on Civil Rights have both ordered investigations into the subsidized housing system.* ■ *As the most prestigious award in our industry, this Pulitzer reflects the long-standing commitment of The Dallas Morning News to give our readers journalism of the highest standards every day.* ■ *For a copy of this series, call Ralph Langer, Vice President and Executive Editor, at (214) 977-8363. Circ: 390,275 Daily / 521,727 Sunday** ■ *Nobody beats The Dallas Morning News in the morning.*

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DIFFERENT MARKETING TWIST

City Papers

As downtowns revitalize, some daily newspapers are targeting the areas with free publications

BY MARGARET GENOVESE
presstime staff writer

While most daily newspapers worry about such things as household penetration and home delivery, a few also are reaching out to readers where they work, shop and play—downtown.

Newspaper companies in cities as diverse as Dayton, Louisville, Phoenix and Sacramento are publishing separate, nondaily, free-distribution downtown newspapers.

No one in the newspaper industry has statistics, but the number of downtown papers published by companies that also publish general circulation dailies apparently is not large. They are all recent phenomena, however, and if they continue to prosper, their fold may increase.

The four identified by **presstime** are a mixed bag.

City Life, published by Phoenix Newspapers Inc., covers entertainment news almost exclusively.

Around Downtown, published by the Courier-Journal & Louisville Times Co., and The DownTowner, published by Dayton Newspapers Inc., cover a wider range of subjects of interest to people who live and work in the downtown areas of those cities.

And The Sacramento Bee's version, Office Hours, carries news tailored to white-collar workers.

Although aiming at different audiences, the four publications have some similarities. All started in the 1980s all are tabloid format, all are colorful, all operate with small staffs, all publish on a weekday and all take a soft, feature approach to their coverage.

Each is expanding name recognition for its daily affiliate, creating new readers and staking a claim to the downtown advertising market; three out of the four are making money to boot. These publishing efforts coincide with the recent resurgence of American cities and recognize that, for a growing number of Americans, the workplace is as important a community as the one in which they reside.

COPING WITH CITY LIFE. The form of newspapering most closely identified with downtowns is the so-called "alternative" weekly, a type of publication that sprang up in the turbulent 1960s and '70s and that is making a comeback in the 1980s catering to "yuppies"—young urban professionals.

Lou Gray learns what's happening in Louisville from Around Downtown.

In the case of only one of the four downtown papers, the Phoenix Newspapers' City Life, was the existence of an alternative weekly a factor in the decision to enter the market.

"In most markets, if the daily is trying to respond to an alternative weekly, they do it by beefing up their entertainment section" rather than by starting a separate publication, says Robert A. Roth, publisher and editor of the Chicago Reader, an alternative weekly, and president of the Association of Alternative Newsweeklies, which has about 45 members around the country.

But Conrad A. Kloh, director of marketing and sales for Phoenix Newspapers, says one reason his company decided to publish City Life as a separate publication was concern that its target audience includes "a significant group" of non-newspaper readers, generally younger people. In addition, he says, a publication with a cover price is immediately handicapped in competing with a free-distribution publication.

City Life also is the only one of the four publications not reporting a profit, but Kloh is optimistic. Pointing out that it is only two and a half years old, he says the Phoenix newspapers are committed to it. "We are not about to just let it die aborning."

Because its circulation is only about 110,000, compared with 444,467 combined for The Arizona Republic and The Phoenix Gazette, it cannot charge as much for advertising and therefore has to rely on advertising volume, Kloh explains. Although it averages about 60 pages, City Life does not yet have the volume that it needs for profitability, he says.

Today's City Life evolved out of what was begun in 1981 essentially as an advertising vehicle. The format was changed in September 1983 to include a more complete editorial product.

It is still changing. Editor Thomas Hardy Price says the editorial emphasis is shifting with the addition of more "lifestyle" articles. But it is not for-getting its basic function—"letting people know what's happening in town."

Distribution also has been evolving. Until recently, City Life had been included in copies of the Republic and Gazette delivered to homes in the central city. Currently, it is carried only in street-sale copies of the dailies and is given away via racks at about 325 locations in Phoenix and on nearby college campuses and resort areas.

TARGET MARKETING. The Dayton Newspapers central-city paper, The DownTowner, began in 1980 as a form of target marketing. "We were starting to think of ways to break down our market into smaller pieces and serve it better. The downtown seemed a logical place to start," recalls Edward J. O'Neil Jr., former vice president/marketing.

According to O'Neil, the newspapers were able to identify more than 50,000 people who traveled to the central business district and adjacent historic area on a daily basis.

The downtown area also was developing a focal point in the form of Courthouse Square, a "people park" created during redevelopment of the central business district. "There really was a joyous feeling about downtown that we wanted to capture," says O'Neil, now publisher of the Springfield (Ohio) News-Sun.

Similarly, downtown Louisville was experiencing a kind of renaissance when The Courier-Journal and The Louisville Times started their downtown paper in 1983. The city boasts a new arts center and a new glass-enclosed mall, the Galleria. But rather than a desire to reach particular readers, the motivating force behind the creation of Around Downtown was a desire to serve smaller advertisers that could not afford space in the dailies, according to Gregory S. Johnson, features editor of the Louisville papers.

The decision to launch was hastened when the newspapers learned that a suburban weekly newspaper was considering entering the downtown market, too, he says.

Neither newspaper covers city politics nor takes editorial stands.

In Louisville, story length and treatment in the tab are influenced by the realization that people are "probably reading with a sandwich in one hand," says Johnson.

Similarly in Dayton, The Downtowner is "not a hard newspaper," says Editor Jim Nichols.

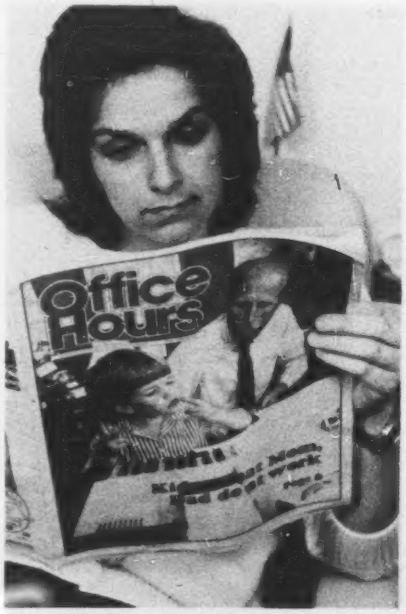
Distribution in both cities is primarily via newsracks placed around downtown. In Louisville, copies also are inserted into street-sale copies of both dailies, and hawkers hand out individual copies on publication day.

"We were starting to think of ways to break down our market into smaller pieces and serve it better."

Retail stores, theaters, hotels and restaurants are major advertisers in both publications.

Contrary to the fears expressed in Phoenix, a 1985 readership study in Louisville revealed that most of the people who read Around Downtown also read the Louisville dailies. Some 68 percent of the adult readers of Around Downtown said they had read either or both of the daily newspapers "yesterday"; 94 percent said they had read either or both dailies "in the past seven days."

OFFICE AUDIENCE. The newest of the downtown papers is also the most demographically targeted. The Sacramento Bee's Office Hours, which published its first biweekly edition March 18, bills itself as "a publication for and about the professional community."



Susie Gow

Office Hours is aimed at people like public relations executive Karen Bakula.

Technically, it is a publication of Neighbors, the zoned editions inserted into the Bee each Thursday. The Bee already publishes a downtown edition of Neighbors. The problem is that a lot of the people who work in Sacramento's downtown offices live in the suburbs and, consequently, don't receive the downtown edition of Neighbors.

Enter Office Hours.

According to Neighbors Publisher Ray Steele Jr., the idea for a publication for office workers was brought home by an executive of McClatchy Newspapers, owner of the Bee, from a meeting of Suburban Newspapers of America. After studying the idea for several months, and consulting with the heads of similar publications in the suburbs of Chicago and Kansas City, the Bee decided it could work in Sacramento.

Whereas the downtown edition of Neighbors carries the typical mix of news about schools, politics and local issues, Office Hours deals only with topics of interest to people who work downtown, explains Steele. Stories in its first editions covered such things as the downtown parking crunch and the corps of airborne traffic reporters that report on rush-hour commuting.

As in the case of the other downtown papers, copies of Office Hours are left in racks in various downtown locations. But unlike the others, copies also are hand-delivered to individual offices.

Prior to publication, a 300-square-block area was canvassed, with offices asked whether they would like to receive the publication. About 22,000 copies are distributed through door-to-door delivery and newsracks. Another 1,500 are handed out by hawkers.

Office Hours also has a slightly different mix of advertisers than the other city papers. In addition to downtown retailers, advertisers include catering services, health and fitness clubs, financial service providers, and office supply houses.

"We projected it would be profitable right away," says Steele. "This is its second month, and it's past the break-even point." The Bee is looking toward expanding the concept to other areas within the next 12 to 18 months.

Where could a publication like Office Hours work? Anywhere there is a high concentration of white-collar workers, says Steele.

Likewise, says Louisville's Johnson, other cities could take a page from Around Downtown. "I can imagine other cities with renaissances in progress . . . where it might be a really going venture." ☐

"EIGHTH WONDER OF THE WORLD"

Mergenthaler's Marvelous Machine Turns 100 This Year

BY MARGARET GENOVESE
presstime staff writer

One hundred years ago, the brainchild of a 32-year-old German immigrant watchmaker, machinist and inventor dramatically changed U.S. newspapering.

The date was July 1886. The place was the composing room of the New York Tribune. A contraption roughly 7 feet tall, by 6 feet wide, by 6 feet deep spit out a line of lead type to be used for the editorial page of the July 3 edition.

So the legend goes, Tribune Publisher Whitelaw Reid, heedless of the fact that it was still fiery hot, grabbed the slug and exclaimed to the inventor: "Ottmar, you've done it again! A line o' type!"

Within 20 years, Ottmar Mergenthaler's "Linotype" machine was in use in every state.

Although the advent of the cold type, photocomposition process in the 1950s has rendered Mergenthaler's hot type method all but obsolete at U.S. newspapers, the centennial of the first commercial use of the Linotype is being marked this year.

To understand how revolutionary was Mergenthaler's invention is to realize that up until then, most newspaper type was painstakingly set by hand—essentially in the same way it had been done since the 1400s, when Johann Gutenberg invented movable type. This method required skilled compositors to pick up individual pieces of type and assemble them in a line.

By mechanizing this process, Mergenthaler's machine allowed pages to be composed four or five times faster. The faster that pages could be composed, the more that could be printed. And the newspaper business was changed forever.

Although it lowered composition costs, the Linotype exacted a toll in human terms: the displacement of thousands of hand compositors.

The Linotype, with one person operating the machine's keyboard, created new type with each line it produced by assembling a row of metal molds, or matrices, into which molten lead was poured. The matrices were then recycled within the machine.

Ottmar Mergenthaler

Inventive inspiration can well up from unlikely sources, and the idea behind the Linotype is a prime example, according to Edmund C. Arnold, a veteran newspaper designer who worked for seven years for what was then called the Mergenthaler Linotype Co.

Arnold says he was told by Mergenthaler's son Herman that the inventor got the idea of using matrices from the wooden molds used to make "springerle"—German Christmas cookies. As a child, Mergenthaler had carved a springerle mold for his stepmother.

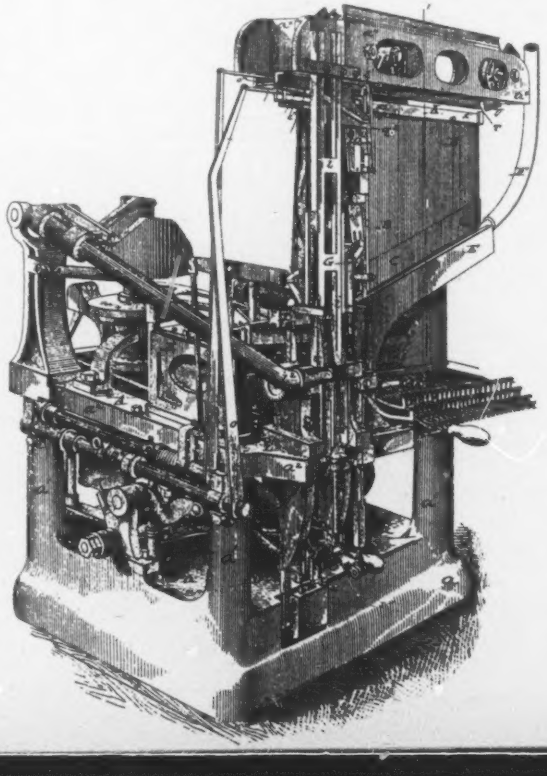
Personally, Mergenthaler was a "very intense kind of person," according to George Corban Goble, who wrote his 1984 doctoral dissertation on the history of the Linotype. A perfectionist, Mergenthaler bridled at the insistence of the syndicate of newspaper publishers backing his company that production of the machine go forward, even though he felt it could be further improved. He left the company that bore his name in 1888, although he continued to contribute ideas to it.

Mergenthalar died in 1899 at his Baltimore home at the age of 45 after a bout with tuberculosis. "He wasn't just a flash in the pan," says Arnold. "If he hadn't died so darn prematurely, he probably would have had an awful lot of patents to his name."

As it was, Mergenthaler had about 60 patents, almost all of them dealing with some aspect of printing, says Goble, assistant professor of journalism at Western Kentucky University.

Mergenthaler received critical acclaim for his invention—according to Goble, Thomas Edison is said to have dubbed it the "Eighth Wonder of the World"—as well as a considerable fortune. As close as Goble has been able to determine, Mergenthaler and his heirs received about $1.5 million from the invention, although much of the royalty money came after his death. Mergenthaler's last surviving child, daughter Pauline, died in March of this year. A granddaughter, his last surviving heir, lives in Washington, D.C.

The Linotype machine, too, is almost at the end of its line. The



The first Linotype was used commercially in 1886.

last Linotype was manufactured in 1972, although it is still possible to purchase matrices and spare parts, according to Robert H. Trenkamp, president of Linotype Co., a division of Allied Corp. and the direct descendant of the original Mergenthaler company. The name Mergenthaler was removed from the company title in 1985 so that all three of Allied's Linotype companies around the world would have the same name.

Ironically, in 1895, Mergenthaler himself had vigorously opposed a proposal that his name be taken from the company title. Doing so, he argued, would "deprive a man who has given to the world one of the most important inventions of the age the credit therefor."

The centennial was marked in May at DRUPA, a massive graphic arts trade show in Dusseldorf, West Germany, with a party sponsored by the Linotype Co. that was attended by Richard von Weizsacker, president of the German Federal Republic.

In the United States, a number of celebrations will be held, including one at the New York Public Library, which houses a mural depicting Mergenthaler, publisher Reid and the Linotype.

In honor of the occasion, Trenkamp says, the company also will unveil a new Linotype product, the Linotronic 500, at the 58th Annual ANPA Operations Management Conference & Exposition June 21-25 in Atlanta.

It is still possible to see Linotypes in action at U.S. newspapers. But The Herald in Nogales, Ariz., may be the only daily still using them. Early models of Mergenthaler's marvelous machine are in the collections of the Smithsonian Institution in Washington, D.C., and the Henry Ford Museum in Dearborn, Mich.

Where does Mergenthaler rank among other 19th century U.S. newspaper inventors? "I would say he probably stands very near the top of the list," says W.W. Frederick Craig, associate professor in the School of Printing at the Rochester Institute of Technology. Mergenthaler's typesetter capped a series of remarkable inventions that helped make newspapers a true mass medium. Among the greats preceding him were:

- Richard M. Hoe, who perfected the first rotary press in the United States in 1847
- Charles Craske, who adapted sterotype plates for newspaper use at the New York Herald in 1854
- William Bullock, who developed the web press in 1856
- Stephen Horgan, who produced the first halftone for a newspaper in 1880. ☐

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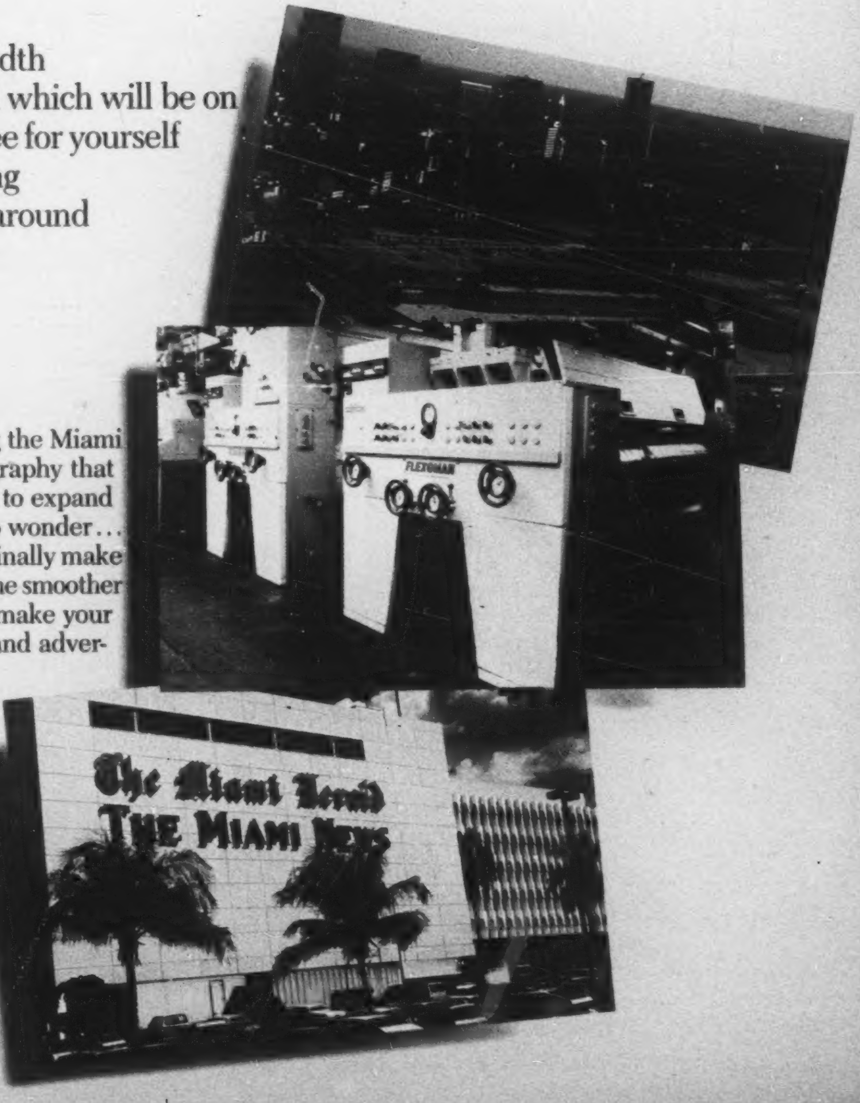

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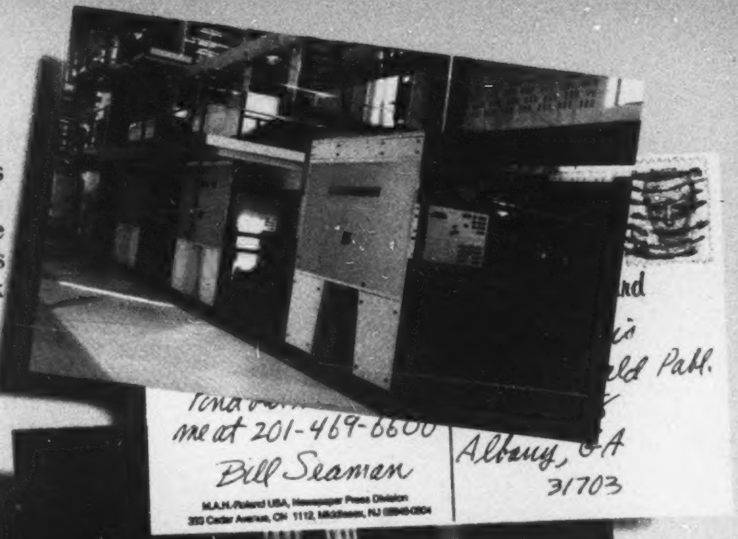
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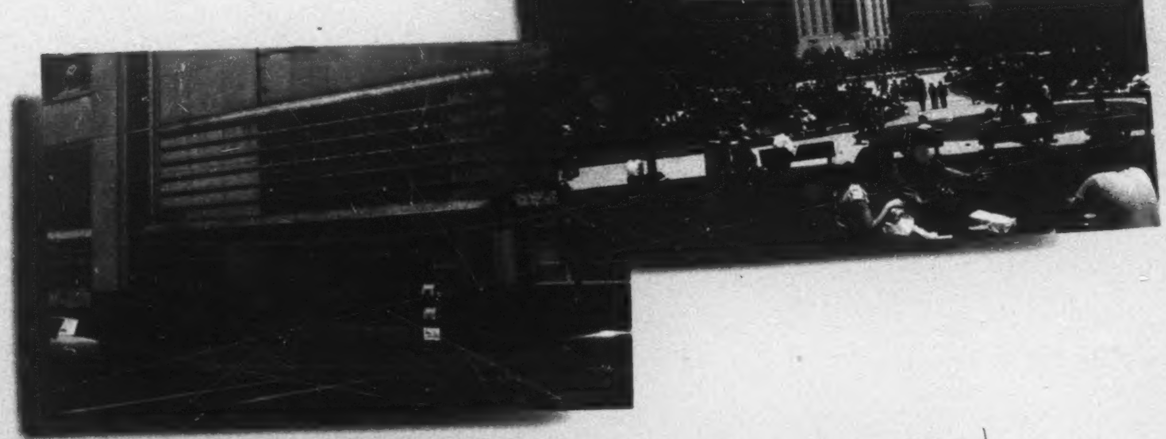

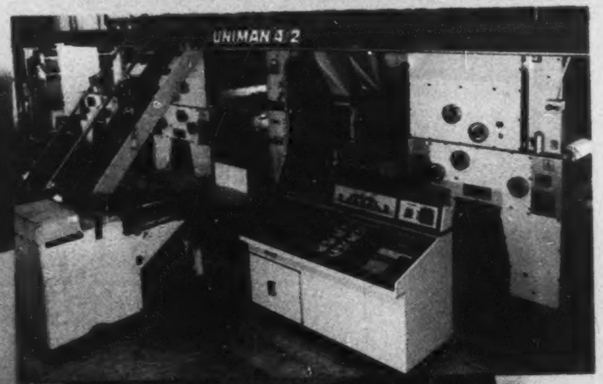

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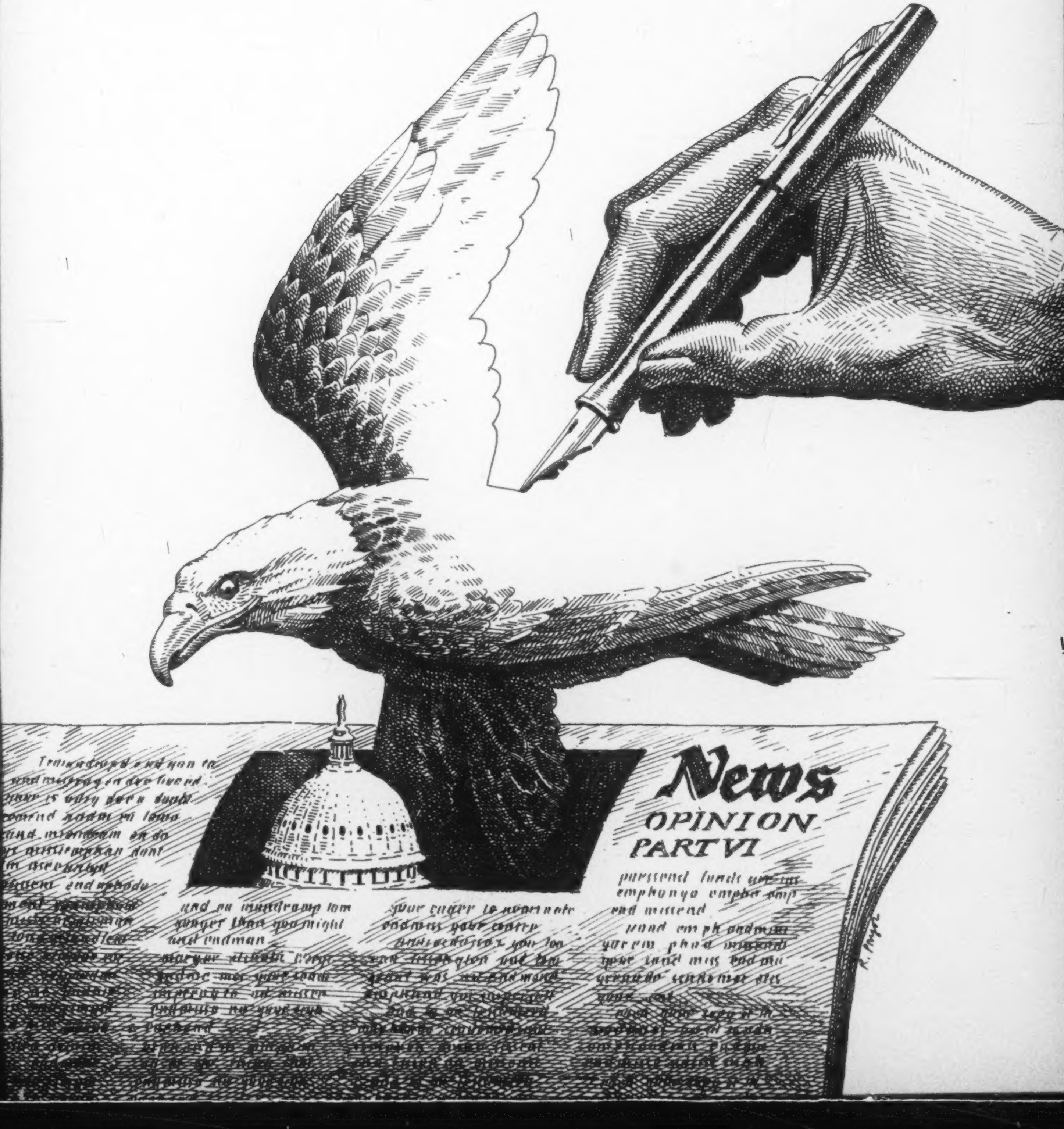

News
OPINION
PART VI

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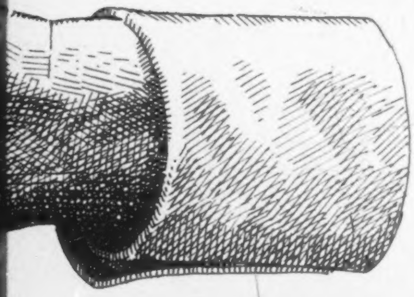

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NEWSPAPERS AS HISTORY

American Antiquarian Society in Massachusetts offers researchers 3 million 18th and 19th century editions

BY PETER P. DONKER

The written and printed words of early America have been brought together in a Georgian Revival-style brick building in Worcester, Mass.—the home of the American Antiquarian Society.

It is here, on seven miles of shelving on two floors in a climate-controlled environment, that the society keeps one of the finest collections of newspapers in the country, a fact not even generally known among newspaper people.

With 15,000 titles and approximately 3 million issues, the newspaper holdings cover the period from 1704 to 1876.

Because of its later development, the Western part of the United States is covered by a collection that extends to the beginning of the 20th century.

Many of the old newspapers are bound in leather books; later ones are in soft bindings, with more recent additions put in acid-free folders and containers.

With the advent of the computer age, this treasure of information has become available to scholars from coast-to-coast.

A National Endowment for the Humanities grant of $201,987, enabled the society three years ago to begin cataloguing the histories of the newspapers in its collection into a nationally accessible database.

Titled the United States Newspaper Project, for which NEH has made about $2 million available, the venture also involves a number of state libraries and the Library of Congress [presstime, Sept. 1984, p. 13].

Information that is entered into the database records the character of the papers in such ways as name and name changes (in early America, papers changed names frequently), names of publishers and editors, publication dates, political leanings, and the language of publication.

The central receiving point is the Online Computer Library Center Inc. in Dublin, Ohio. With almost every major public library linked to OCLC, the newspaper database can be retrieved from practically any corner of the country. Computer tapes are also made available to the Research Libraries Information Network at Stanford University in California, which serves universities and special libraries.

While the information would seem basic at best, Martha Gunnarson, who conducts the Newspaper Project at the Antiquarian Society, explains that newspapers represent a prime source of material to historians and genealogists.

Donker is arts reporter for the Worcester (Mass.) Telegram.

The Pacific

Chris Christo, Worcester Telegram

Professor Kenneth M. Moynihan (left) of Assumption College, Worcester, examines old West Coast paper called The Pacific in the society's large reading room, which is shown in the right photograph.

"Online will tell them where these papers are available. It will give historians the knowledge about what to find where," she says.

The society's part of the project is about two-thirds finished, Gunnarson says. She expects to make the last computer entry by July of next year, three months before the society celebrates the 175th anniversary of its birth.

Founded in 1812, the society is one of the oldest historical research libraries in the nation. Its holdings are rated second to none through 1820 and extremely strong through 1876. In addition to newspapers, the collection is made up of books, manuscripts, maps, pamphlets, broadsides, periodicals, engravings, lithographs, sheet music, letters, diaries and other printed or written material.

Often the copies of the books, manuscripts and maps are one of a kind, brittle with age and requiring special care. Pages are faded, and many of the works show evidence of heavy reader use.

The collection is the largest of its kind for the first 250 years of what is now the United States. It covers all aspects of American life, from religion, politics and war to trade, agriculture, morals and home life—the roots of our nation.

Although widely known among scholars here and abroad, the importance and uniqueness of the holdings so far have failed to make the Antiquarian Society a household word. Practically all visitors to the buildings are serious researchers. Public browsing is not permitted.

While national in scope and deriving support from private sources and foundations nationwide, including NEH, the society through its Worcester location has always had close ties to the city and derived a major part of its annual budget through local contributions.

The society's first holdings were those of its founder, newspaper and book publisher Isaiah Thomas. A patriot, Thomas (1749-1831) was recognized in the American colonies as a fearless champion of liberty who used his newspaper, The Massachusetts Spy, as a public forum.

After the American revolution, Thomas settled down to become one of the country's most influential and most successful printers, controlling one of the first publishing conglomerates. It consisted of five bookstores, seven newspapers, a magazine and two paper mills.

In addition to being a successful printer, Thomas also was an avid collector of printed materials. To him they represented an important source of information about the young republic he had helped to establish.

He collected books, newspapers, pamphlets and broadsides and used them to write his *History of Printing in America*. Thomas traveled through the colonies and bought up files of other newspapers: the issues of The Boston Evening Post from 1735 and 1775, for $60; of The American Weekly Mercury from 1719 to 1746, $70; of The New York Weekly Journal from 1733 to 1751, $30; and of The Pennsylvania Gazette from 1735 to 1755, $180. The acquisitions are part of the society's collection, as is one of Thomas' 12 printing presses.

The Antiquarian Society today counts 150 newspaper companies and individuals working for newspapers as having contributed more than $500,000 to the society. ☐

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WIRE SERVICE

Newspapers have been able to adopt some of the wire services' innovative systems to their own use, mainly in the transmission and reception of pictures

BY C. DAVID RAMBO
presstime staff writer

Wire service technological innovations have given newspapers faster, better and cheaper reception of wire material. They also have yielded equipment that newspapers have put to their own uses.

The focus of many such offshoots is photography—mainly systems helping newspapers get photos from the field to the news desk. Included are portable picture-transmission machines, picture receivers and, on the horizon for many newspapers, "electronic darkrooms" that convert pictures to digital format and permit computer storage, cropping and enhancement.

There also are developments that facilitate a newspaper's movement of its own copy. For example, an Associated Press-developed system enables newspapers to send electronic copies of stories to other points, such as other newspapers under the same ownership.

These byproducts emanate from wire-service research and development facilities.

For example, the AP's technical facility in East Brunswick, N.J., usually has five or six research projects under way at any given time, AP officials say. The facility, which employs 75-80 people, is considered the "nerve center" for developing and manufacturing AP communications equipment. It also serves as a training center.

Today, much of the activity at such wire-service research centers focuses on the electronic darkroom—digital picture technology that is expected to burst onto the scene at many newspapers in the not-too-distant future.

Electronic picture handling "will go through the radical changes in the next three years that the news operation went through in the early '70s," says Richard G. Atkins, AP director of communications.

He observes that photo technology in the newspaper business has changed little over the last four decades. "The time of (photo) transmission is the same as it was 10 years ago," he notes.

The electronic darkroom is "the single-biggest improvement that we can make in picture quality for newspapers," according to Atkins. AP has an electronic darkroom in New York and will install others in Los Angeles, Chicago and Washington, D.C.

Although AP makes its research findings available to members of the news cooperative, it is "unlikely" that a newspaper itself would install such an elaborate and costly system at this time, he says. Other newspaper vendors apparently believe that time is coming, however, because Atkins notes that several firms other than wire services are developing similar devices.

United Press International is another wire service that has been engaged in digital picture research. Its cooperative effort with Litton Industries halted a few years ago when UPI's financial difficulties intensified, says Ted Majeski, vice president for UPI Newspictures.

However, UPI is using an electronic darkroom in its Washington headquarters that was a product of that research with Litton, he says.

UP AND RUNNING. While digital pictures are a thing of the future for newspapers, among the foremost of current wire-service equipment used by newspapers are portable picture transmitters. Photographers can use them to send facsimiles of photographs to their home office.

UPI in the early 1970s was the first to introduce the portable-typewriter-size transmitter and make it available to newspapers for purchase. Majeski says his company's machine was manufactured at UPI technical facilities in Dallas until about four years ago.

AP's models include a transmitter with a color drum that enables photographers to send color prints via telephone line back to the office.

Atkins says the unit also can serve newspapers as "a cheap way of producing color separations." For that purpose, the black-and-white copies of the picture—filtered for the magenta, yellow and cyan negatives—are sent directly to a printer.

Another wire service active in development of transmitting devices is Agence France-Presse, which is expanding its photo service in the United States [presstime, Nov. 1985, p. 69].

John E. Minting, AFP technical manager for the Americas, says the organization's picture transmitter used for black-and-white photography eliminates a big step required by other systems—producing a print. The AFP-designed machine, built by a Swedish firm, is able to convert a *negative* into bits for digital transmission to editors over a phone line.

"The trends are away from the typical analog techniques" that rely on a range of sounds to produce picture images, and toward "digital movement of photos" aided by computers, Minting says. An advantage will be faster transmission.

Moreover, Minting says, the system double-checks for problem spots on a picture. If for some reason part of a photo is distorted in transmission, the computerized system will make corrections "so you get perfect pictures," he adds.

Advancements also are being made on the picture-receiving end at newspapers.

AFP unveiled at the 1985 ANPA Operations Management Conference & Exposition its Pixar, a photo-receiving device that electronically stores on a disk an entire day's wirephoto transmissions. The machine permits an editor to call up each photo, crop and enhance as desired, and then send pictures to a printer or a pagination system. Thus, it eliminates the need

TECHNOLOGY

AP

Anchorage Times photographer Doug VanReeth, stringing for AP, uses portable transmitter in Unalakleet, Alaska, to send photos of Iditarad Trail dog sled race.

for a photo printer to run continuously.

This machine by itself is not necessarily a boon to newspapers independent of their wire-service usage. But a next-generation model recently developed at AFP facilities in Paris could be. Minting says this machine, called Impact, is like the Pixar except it will provide up to 24 input/output ports so that newspapers "can bring in a number of pictures at one time" from various sources.

Also, AP has introduced a Dataphoto Receiver that allows newspapers to receive photos from various sources regardless of transmission codes.

FACILITATING COPY FLOW. Another of the side benefits newspapers derive from wire service technology involves reception of material from the so-called supplemental news services like that of the Los Angeles Times/Washington Post. Instead of having to rely on the mail or some other time-consuming delivery system, newspapers receive much supplementals' copy over the reliable phone-line and satellite delivery systems that bring them the day's AP and UPI reports.

Canadian Press has recently developed personal-computer software that will allow newspapers to receive the CP wire and possibly material from other sources. Small newspapers especially could benefit.

Another system of use to newspapers is AP's "electronic carbon" program. That program in basic form allows editors at AP-member newspapers to send to AP, at the touch of a button, stories of interest to a broader audience. Atkins says the system, which uses a telephone modem driven by a microprocessor, can be programmed to send a newspaper's stories elsewhere—to a co-owned paper, for example.

Another wire service, Canadian Press, has recently developed personal-computer software that will allow newspapers to receive the CP wire and possibly material from other sources.

Edward C. Fudurich, CP vice president of communications, says small newspapers especially could benefit from the system.

Other wire service developments from which newspapers independently have benefited include:

- A news graphics computer jointly developed by AP and Computer News Graphics of Cinnaminson, N.J., that allows newspapers to produce graphics. Dailies using the system so far include The Dallas Morning News, Dallas Times Herald and Daily News of New York City.
- SatPac, an AP service that allows satellite earth receiving stations located at newspapers to be converted to two-way, send-and-receive operations. SatPac enables newspapers to communicate with non-wire-service parties on satellite air time that is less expensive than land telephone lines.
- DatAPort, a commercial AP service that allows newspapers and other companies to establish their own one-way satellite transmission network. The system is designed to provide a low-cost way of sending relatively small amounts of information by satellite.

Experts say that as the wire services continue to refine existing systems and develop new ones to keep up with changing technology, the list of indirect benefits to newspapers will grow. ☐

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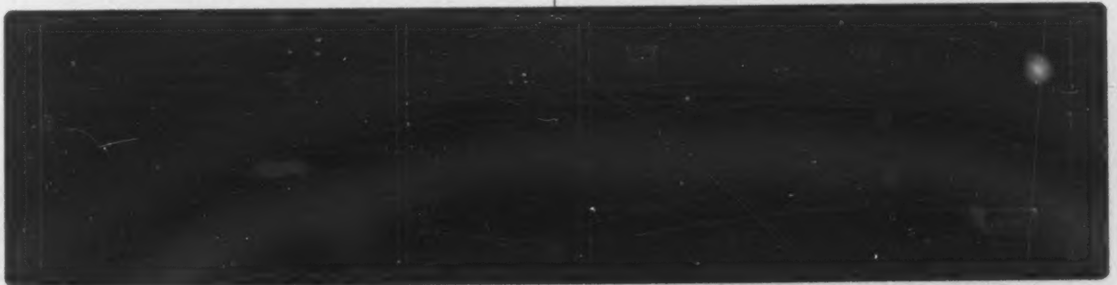

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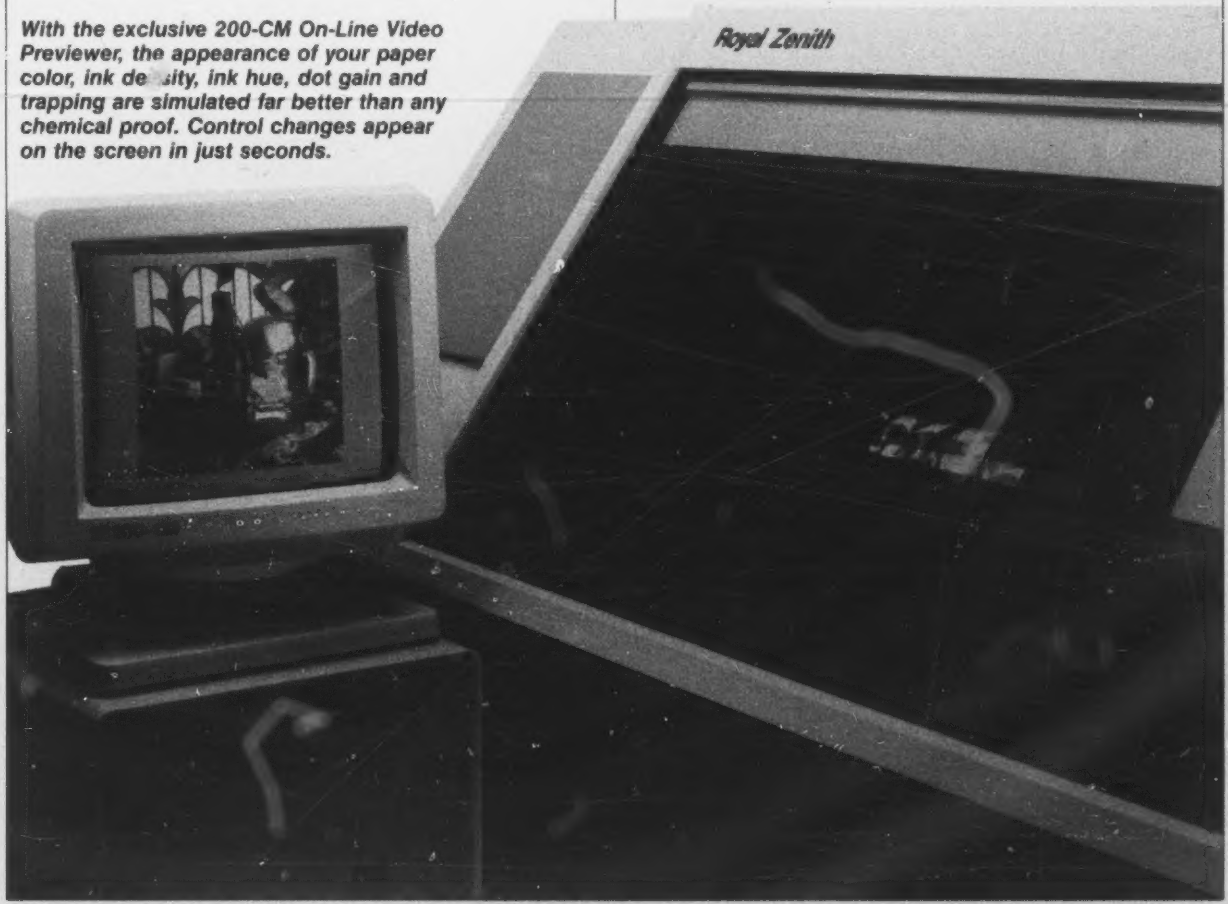


This ad was separated on a Royal Zenith 200-S Modular Color Scanner System.

CONCERN ABOUT COSTS

Post-Retirement Benefits

Some newspapers are giving their retirees added benefits such as supplemental health insurance

BY PATRICIA P. RENFROE

Many human resource managers at newspapers believe that, increasingly, retired employees will receive company benefits besides pensions.

It's already happening at a few papers, either because the benefits have been stipulated in labor contracts or because management has felt a need to provide such things as supplemental health insurance and life insurance for retirees.

Some people predict that court decisions or legislation will speed the trend toward greater benefits for the retirees. And managers agree that regardless of whether a newspaper is now offering such benefits, caution and prudent planning are required if it expects to control future costs.

"The fear," says Carr Lucas, Cox Enterprises' manager of compensation, "is that in the future, the government may enact legislation which would make employers the primary supplier of retiree health care and allow the government to be the secondary supplier."

This would certainly increase costs drastically and could endanger long-term economic growth, many executives say.

In a recent report, "Post-Retirement Health Care Benefits," reference is made to the fact that health-care costs have risen approximately three times as much as the consumer price index since 1965.

The report, prepared by the Atlanta consulting firm Tillinghast, Nelson and Warren, points out that there have been concomitant increases in the number of Americans over 65 and in life expectancy of retirees. The authors project that when these factors are considered in light of continued reduction of federal funding for Medicare, legislation requiring employers to provide extended benefits is almost inevitable.

According to the report, failure to examine carefully the aggregate potential liabilities for post-retirement health care is dangerous. Employers will be shocked to learn that "the cost of post-retirement health benefits for many individual employers will exceed the cost of their pension benefits," it adds.

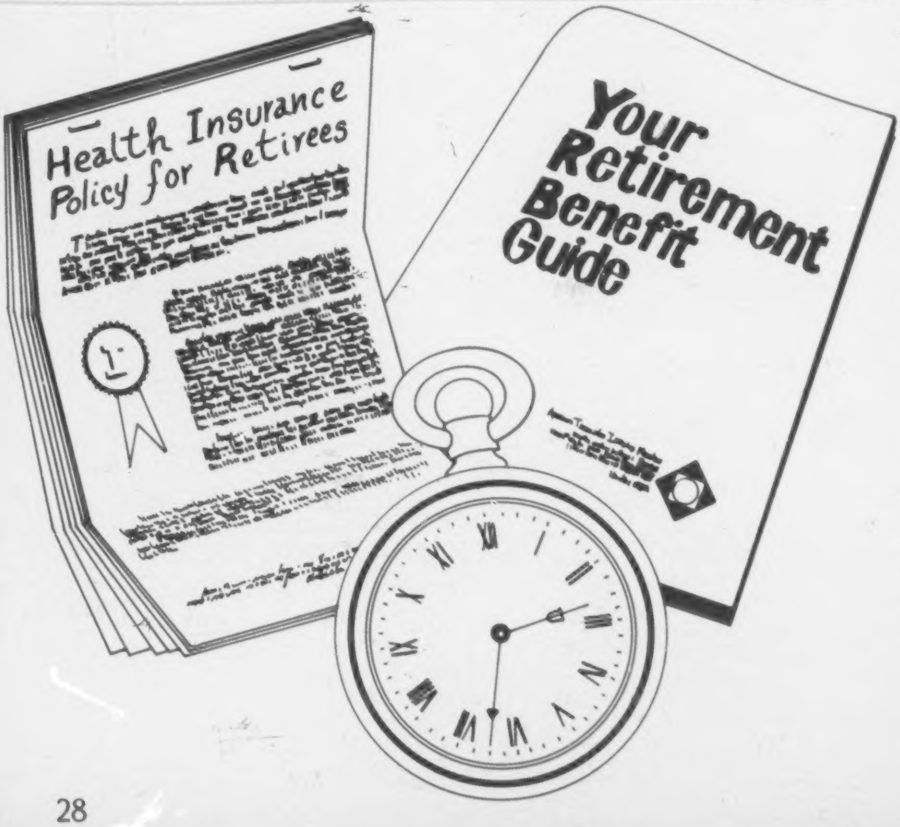
A government study found that in 1983, 6.9-million retirees and their dependents were covered by their previous employers' health insurance plans.

Consultants in the field urge employers to evaluate potential funding liabilities and possible legislative requirements.

Even if such a drastic reversal of roles as suggested by Lucas of Cox Enterprises does not take place, a number of executives agree with the Tillinghast report that post-retirement benefits will cease to be an elective action of employers.

Fear of losing control over such decisions has been fed by court rulings that benefits become vested rights of retirees. In September 1984, the U.S. District Court in Northern Ohio ruled in *Hansen v. White Farm Equipment* that a "proper rule of federal common law should be that an employer may not invoke a termination clause to cut off the benefits of a

Renfroe is ANPA manager/personnel relations.


Health Insurance Policy for Retirees
Your Retirement Benefit Guide
XII
III
VI
IX

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THE ROBERT F. KENNEDY AWARDS GRAND PRIZE.

The Chicago Tribune received the Robert F. Kennedy Award for outstanding coverage of the problems of the disadvantaged, with its series *The American Millstone.* The series won first prize in the print journalism category, and the Grand Prize, from among all media winners.

THE SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD.

The Society for Professional Journalists, Sigma Delta Chi, awarded its Distinguished Service Award in the Washington Correspondence category to *James O'Shea* and *Nicholas Horrock* of the Tribune's Washington Bureau for their series on charges of waste and fraud among Pentagon contractors.

A great city deserves a great newspaper.

Chicago Tribune

former employee who has retired."

While that case was not appealed, a similar one, *Musto v. American General Corp.*, is under appeal at the 6th U.S. Circuit Court of Appeals. The company is seeking reversal of a lower court's decision that health-care benefits were vested upon retirement, despite findings that the employer had reserved the right to amend or rescind promised benefits in several documents shared with employees.

IN THE CONTRACT. Newspapers offering post-retirement benefits do so in some cases because of labor agreements. However, such offerings are limited. For example, a sample of 118 dailies with white-collar contracts found that only 13 have agreed to provide such benefits.

The coverage ranges from the same afforded active employees, to Medicare supplemental coverage for retirees and their spouses.

The criteria for coverage outlined in some contracts with the International Typographical Union and The Newspaper Guild depend upon attaining a certain age (from 55 to 65) and a certain number of years in service (from a minimum of 10 to a maximum of 25). For example, at the Portland (Maine) Press Herald and Evening Express, the complete cost of the Blue Cross-Blue Shield Companion Plan is paid for those who retired after Oct. 31, 1973, and who are 65 and have 25 years of full-time, continuous service. Spouses are not covered.

On the other hand, at the Kennebec Journal of Augusta, Maine, eligible dependents of those taking early retirement at 55 may be covered.

The ITU contract at the Rocky Mountain News of Denver states that "present employees 65 years of age and over on the attrition list, upon retirement, will receive the same hospital coverage provided such employees still working at the trade, under the terms of this agreement, for the life of the retirees."

However, some other newspapers with unions have adopted a different course of action. At The Seattle Times, Personnel Manager Thomas L. Bryan says the paper has taken careful steps to avoid offering health care as a post-retirement benefit to the newspaper's largely unionized workforce.

POSITIVE SIDE. Despite what many people perceive as negative possibilities, some newspapers are not waiting for union, legislative or court pressure but already are offering health-care benefits to retirees.

> *"Diminishing worries about health-care costs is one way to reward former employees."*

"Rewarding employees for long service by protecting them and their dependents during retirement" is why Ottaway Newspapers Inc. recently began its voluntary program. According to Richard A. Myers, vice president for newspaper operations, "Employees who have been loyal to the newspaper should be able to enjoy retirement, and diminishing worries about health-care costs is one way to reward former employees."

An additional benefit, according to Myers, is improved morale of active employees who see the company is truly concerned about their future.

Neither Myers nor Cox's Lucas see profound impacts on the bottom line because of the retirement benefits offered by their companies.

Myers says his company's age mix is excellent, and the number of retirees is not expected to grow at a rapid rate.

Lucas points out that when Cox Communications and Cox Enterprises were merged, benefits became an area to revise. As a result of careful work and negotiation, Cox was able to institute cost-containment factors in active and retiree benefit programs.

Specifically, the new coverage plan includes mandatory second opinions in surgical cases and out-patient surgery where medically feasible. There's also a penalty for use of an emergency room in non-emergency situations: The insured in such instances must pay 70 percent of the bill instead of only 20 percent. In turn, the company is now providing dental care and will pay an employee 50 percent, up to $500, of any savings resulting from a billing error he or she spots.

The company's cost of providing health insurance for early retirees will be $70

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monthly for an individual, $180 for an early retiree with one dependent, and $250 for those with two or more dependents. Supplemental medical coverage for retirees 65 and over are estimated to cost $30 monthly.

There are similarities in the voluntary plans being offered by various newspaper companies. They range from full payment of health care for retirees and spouses until age 65 and then fully paid Medicare supplemental benefits, to shared costs for such benefits.

In some places, such as the Alexandria (La.) Daily Town Talk, the only benefit for retirees 65 and older is Medicare supplemental coverage. However, spouses are covered by regular health-care plans until 65, after which they also receive supplemental coverage. A. N. (Nelder) Dawson, director of personnel and employee relations, points out that the supplemental care is not "that expensive to the company but provides great assistance to the retiree." He acknowleges that coverage for spouses will be more costly to the company until they reach 65.

How post-retirement health-care coverage is funded is key, some say, to a newspaper's future economic stability. Several newspaper executives interviewed say they fund these benefit payments out of the general operating budget. But others express concern about this practice and note they are looking at alternatives.

Dawson explains that the Daily Town Talk has been cautious with funding, having established a trust fund for retiree coverage—similar to the pension trust fund. Ottaway's coverage is also self-funded, while Cox's is split-funded, whereby the company pays minimum premiums for administrative costs and the claims are paid out of a company bank account.

OTHER BENEFITS. Although many papers have been reluctant to offer medical benefits to retirees, they show no reluctance to be supportive through other activities.

Bryan says The Seattle Times is involved in development and implementation of a benefits package called "In Pursuit of Living." Offered under this umbrella may be workshops for retirees on such matters as dieting and stress.

Many newspapers also provide free or reduced subscription rates to retirees; continue their membership in credit unions; fund the production of retiree newsletters; include them in company-wide social events, and, in some cases, sponsor special functions for retirees.

Costs of doing so are relatively low, human resource managers say. Yet the value to those who have left the workforce can be great, they add, because retirees often lament the loss of social contact and seek further involvement with the newspaper.

The Des Moines Register uses this retiree desire for involvement in a fashion that is mutually beneficial. Retirees conduct tours of the newspaper. For doing so, they receive lunch at the paper. Sue Tempero, employee relations director, believes the company gains qualified and enthusiastic tour guides, and the retirees gain through maintaining friendships and contact with the newspaper.

The challenge for newspaper employers is to reward a lifetime of loyalty in such a way as to be helpful to the retiree while still protecting the financial viability of the newspaper. ☐

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1923 Alva Johnston, for distinguished reporting of scientific news.

1926 Edward M. Kingsbury, for the most distinguished editorial of the year, on the Hundred Neediest Cases.

1930 Russell Owen, for graphic news dispatches from the Byrd Antarctic Expedition.

1932 Walter Duranty, for dispassionate interpretive reporting of the news from Russia.

1934 Frederick T. Birchall, for unbiased reporting of the news from Germany.

1935 Arthur Krock, for distinguished correspondence, impartial and analytical Washington coverage.

1936 Lauren D. Lyman, for distinguished reporting: a world beat on the departure of the Lindberghs for England.

1937 Anne O'Hare McCormick, for distinguished foreign correspondence: dispatches and special articles from Europe.

1937 William L. Laurence, for distinguished reporting of the Tercentenary Celebration at Harvard, shared with four other reporters.

1938 Arthur Krock, for distinguished Washington correspondence.

1940 Otto D. Tolischus, for articles from Berlin explaining the economic and ideological background of war-engaged Germany.

1941 The New York Times, special citation "for the public education value of its foreign news reports, exemplified by its scope, by its excellence of writing, presentation and supplementary background information, illustration and interpretation."

1942 Louis Stark, for distinguished reporting of important labor stories.

1943 Hanson W. Baldwin, for a series of articles reporting a tour of the Pacific battle areas.

1944 The New York Times, "for the most disinterested and meritorious service rendered by an American newspaper"—a survey of the teaching of American history.

1945 James B. Reston, for news dispatches and interpretive articles on the Dumbarton Oaks Security Conference.

1946 Arnaldo Cortesi, for distinguished correspondence from Buenos Aires.

1946 William L. Laurence, for his eyewitness account of the atomic bombing of Nagasaki and articles on the atomic bomb.

1947 Brooks Atkinson, for a distinguished series of articles on Russia.

1949 C. P. Trussell, for "consistent excellence in covering the national scene from Washington."

1950 Meyer Berger, for "a distinguished example of local reporting"—an article on the killing of 13 people by a berserk gunman.

1951 Arthur Krock, a special commendation for his exclusive interview with President Truman as "the outstanding instance of national reporting in 1950."

1951 Cyrus L. Sulzberger, special citation for exclusive interview with Archbishop Stepinac of Yugoslavia.

1952 Anthony H. Leviero, for distinguished reporting on national affairs.

1953 The New York Times, special citation for its Sunday Review of the Week Section, which "for 17 years has brought enlightenment and intelligent commentary to its readers."

1955 Harrison E. Salisbury, for a series of articles based on his six years in Russia.

1955 Arthur Krock, a special citation for distinguished correspondence from Washington.

1956 Arthur Daley, for his sports column, "Sports of The Times."

1957 James B. Reston, for distinguished reporting from Washington.

1958 The New York Times, for its distinguished coverage of foreign news.

1960 A. M. Rosenthal, for perceptive and authoritative reporting from Poland.

1963 Anthony Lewis, for his distinguished reporting of the proceedings of the United States Supreme Court.

1964 David Halberstam, for his distinguished reporting from South Vietnam.

1968 J. Anthony Lukas, for "a distinguished example of local reporting"—an article on a murdered 18-year-old girl and the two different lives she led.

1970 Ada Louise Huxtable, architecture critic, for distinguished criticism.

1971 Harold C. Schonberg, music critic, for distinguished criticism.

1972 The New York Times, "for a distinguished example of meritorious public service by a newspaper through the use of its journalistic resources" —publication of the Pentagon Papers.

1973 Max Frankel, for his coverage of President Nixon's visit to China, a distinguished example of reporting on international affairs.

1974 Hedrick Smith, for his coverage of the Soviet Union in 1973, a distinguished example of reporting of foreign affairs.

1976 Sydney H. Schanberg, for his coverage of the fall of Cambodia, a distinguished example of reporting on foreign affairs.

1976 Walter W. ("Red") Smith, for his Sports of The Times column, an example of distinguished criticism.

1978 Henry Kamm, chief Asian diplomatic correspondent, for calling attention to the plight of Indochinese refugees, an outstanding example of reporting on foreign affairs.

1978 Walter Kerr, Sunday drama critic, for an outstanding example of distinguished criticism.

1978 William Safire, Op-Ed Page columnist, for his columns on the Bert Lance affair, an example of distinguished commentary.

1979 Russell Baker, for his "Observer" column, an example of distinguished commentary.

1981 Dave Anderson, for his Sports of The Times column. An example of distinguished commentary.

1981 John M. Crewdson, for his coverage of illegal aliens and immigration. A distinguished example of reporting on national affairs.

1982 John Darnton, bureau chief, Warsaw, for his coverage of the crisis in Poland. A distinguished example of international reporting.

1982 Jack Rosenthal, deputy editorial page editor. A distinguished example of editorial page writing.

1983 Thomas L. Friedman, for his coverage of the war in Lebanon. A distinguished example of international reporting.

1983 Nan Robertson, for her article in The New York Times Magazine on her experience with toxic shock syndrome. A distinguished example of feature writing.

1984 Paul Goldberger, architecture critic, for distinguished criticism.

1984 John Noble Wilford for reporting on a wide variety of scientific topics of national importance.

1986 Donal Henahan, music critic, for distinguished criticism.

1986 The New York Times for explanatory journalism: a series of articles on the Strategic Defense Initiative, the "Star Wars" program.

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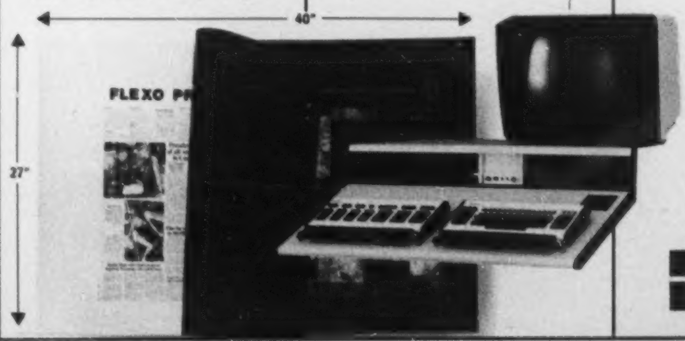
To find out more about the considerable advantages of the new DATRAX 760, call us at 201-438-4550 or write us at Crosfield Electronics, Inc., 480 Central Avenue, East Rutherford, NJ 07073.



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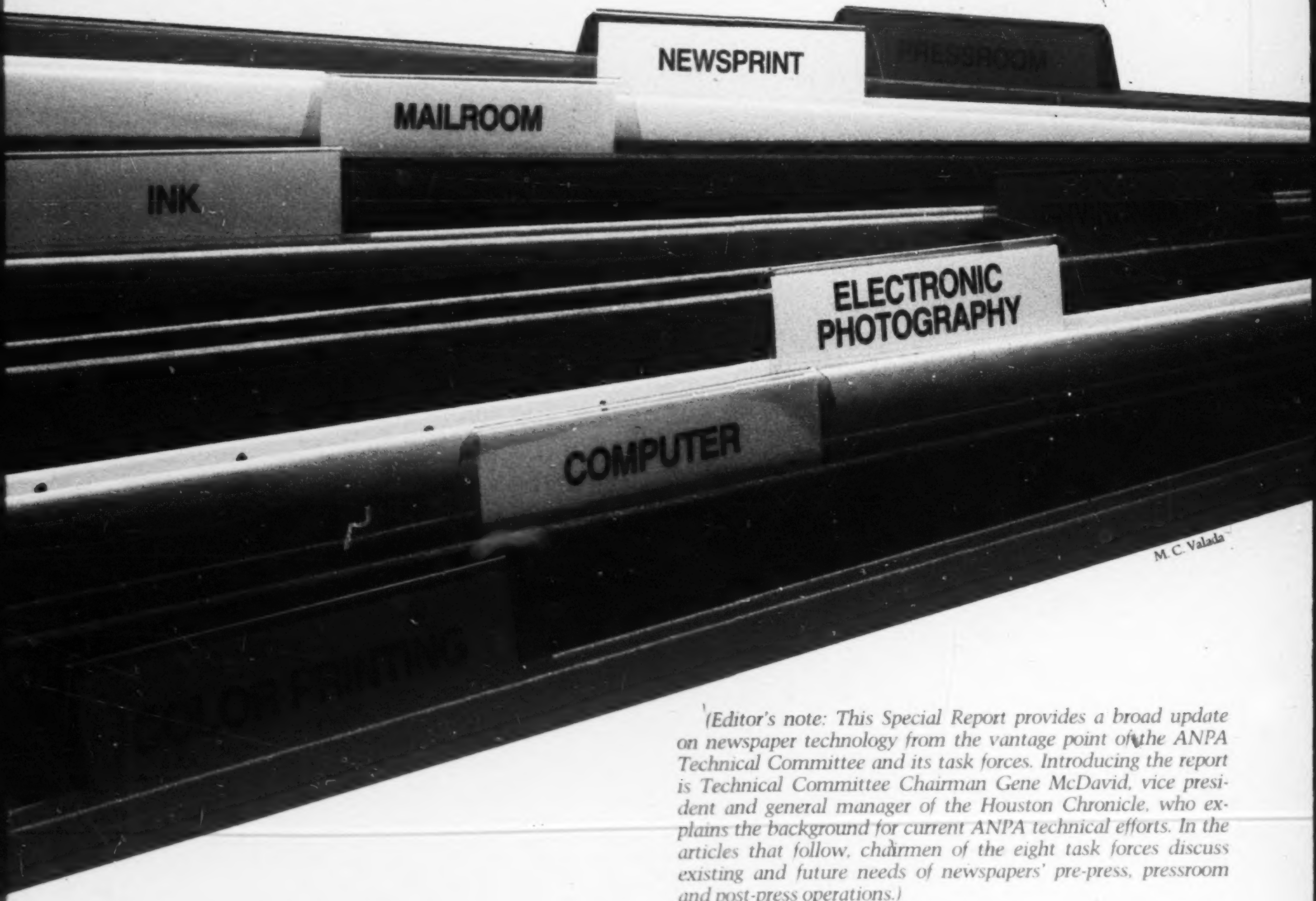


M. C. Valada

Newspaper Technology Marches On

Improving printing quality is the latest in a series of industry goals covering all phases of production

(Editor's note: This Special Report provides a broad update on newspaper technology from the vantage point of the ANPA Technical Committee and its task forces. Introducing the report is Technical Committee Chairman Gene McDavid, vice president and general manager of the Houston Chronicle, who explains the background for current ANPA technical efforts. In the articles that follow, chairmen of the eight task forces discuss existing and future needs of newspapers' pre-press, pressroom and post-press operations.)

BY GENE McDAVID

In the past 15 years, new technology has dramatically increased the control management has over newspaper operations.

This has led to a softening of departmental lines that separate newspapers' diverse functions. No longer can decisions be made that affect only one department. The computer systems we have in place now interconnect virtually all operations. Hence, the need is greater than ever to consider every department when making changes and planning for the future.

Gene McDavid

The ANPA Technical Committee, fostering new concepts and procedures in newspaper technology, is a leading force in that regard.

Its task force structure lends itself well to the contemporary needs of our business. When a job needs to be done, the resources are gathered, plans made, people recruited and the job completed. Then the task force is deactivated, giving way to new challenges.

For example, the New Press Task Force was assembled in 1979 to investigate alternative printing technologies. It spurred

The ANPA Technical Committee's master blueprint for action was drawn up seven years ago, and the Association's current activities in newspaper technology flow from that document.

the adaptation of flexography to newspaper publishing. The group has been disbanded, although some of its responsibilities have been absorbed by the Direct and Offset Printing Developments Task Force—a panel that was created earlier this year by the merger of separate task forces on direct-plate printing and offset printing.

Most recently, an Electronic Photography/Graphics Task Force was formed to facilitate newspapers' use of the emerging technology that will enable them to make halftones and color separations from video images.

The Technical Committee's master blueprint for action was drawn up seven years ago, and the Association's current activities in newspaper technology flow from that document.

The foundation for most of today's work was laid when the ANPA Board of Directors appointed a panel in 1979 to determine "what the goals and objectives of ANPA should be in light of the rapidly changing technology affecting our business, and how best to proceed with the research and services necessary to achieve these goals and objectives in the future."

Among the panel's recommendations were that ANPA:

- Be a prime source of authoritative information regarding all phases of newspaper technology
- Provide electronic and computer staff expertise for member consultation and communication
- Assist newspapers in satellite communications
- Take a lead role in ensuring that distribution technology is flexible and reliable
- Seek to ensure the availability of high-quality newsprint at an affordable price
- Recognize, develop and encourage projects offering cost savings and quick pay-backs in light of increasing competition from other media, as well as among newspapers
- Concentrate technical research efforts on development of *concepts* that could be passed on to the private sector for early and full development.

The panel developed specific suggestions for programs and activities that ANPA's Technical Committee and technical staff should explore on behalf of the newspaper business in the 1980s.

Special emphasis was placed on distribution and mailroom systems. The consensus was that, along with electronics, these "post-press" systems would demand utmost attention in ensuing years. A number of specific projects were identified: evaluating mailroom equipment and procedures, among them inserting; improving bundle counting, control and distribution; improving distribution vehicles; devising new ways to handle, store, retrieve and label newspapers; dealing with "tailored" newspapers, including zoned editions; examining ways to deliver copies to apartments; and developing an efficient single-copy vending machine.

The panel directed the committee and staff to encourage vendor involvement in these and other areas, and to maintain a close relationship with the scientific and educational communities so as to obtain a high level of research and development into new newspaper technologies.

- Producing and continually updating manuals covering every phase of newspaper production; responding to telephone and mail inquiries; and making available Technical Advisory Service consultations in such areas as systems and industrial engineering, facilities planning, personnel evaluation, computer science and software, distribution, materials handling and control, and electronics
- Assisting on matters pertaining to the Occupational Safety and Health Administration and other regulatory concerns
- Increasing "hands-on" training for newspaper personnel, with emphasis on ways to achieve optimum use of equipment
- Testing newsprint and ink.

I believe you will agree that the objectives set forth in 1979 have stood the test of time. They represent, in large measure, the challenges we are now facing.

Franz Sinkovits (at control panel) of The Daily Herald in Arlington Heights, Ill., participates in ANPA Advanced Offset Press Operations seminar.

If the 1979 report were to be prepared today, one addition probably would be made: the dedication of the Technical Committee to printing quality—a focal point for our work in the year ahead.

As the following articles by task force chairmen show, the Technical Committee is well-positioned to carry out many programs on which newspaper operations in the United States and Canada so heavily depend.

A Quest for Computer Standards And Customer Entry of Ads

BY BILL GULLEDGE

Continuing decreases in the cost of information-systems technology is accelerating the proliferation of computer technology in the newspaper business.

Over the past few years, the focus of the Computer Task Force and of the computer applications arm of the ANPA Technical Research Department has shifted away from developing and providing products to the newspaper industry, such as ReQuestDB. Now the emphasis is on alerting the industry to emerging issues and on developing standards and guidelines to facilitate newspaper use of information-systems technology.

Currently the task group is working on two projects:

- Investigation of standards for a "page description language" to facilitate image processing and image transfer
- Investigation of systems for remote classified-ad data entry, a project being led by the Association of Newspaper Classified Advertising Managers [presstime, May 1986, p. 43].

In the first of these areas—standards for a page description language—the task force is working with other industry groups to identify work that has been done to develop a standard language to define in computer terms "images"—pages of graphic images stored in the computer in digital form.

Without such a standard, each vendor could develop its own software-based approach to image storage and transfer. If this happens, systems or software at newspapers will be tied to particular vendors and even to particular pieces of hardware. Over time, the newspaper industry will see higher cost for hardware and system support.

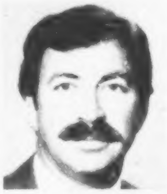
If the industry can develop a standard, these systems likely will be more independent of particular equipment, reducing newspapers' cost of hardware, software and computer support.

The task force expects to be the eventual coordination point for the industry in proposing such guidelines for standards.

In the second project, the panel is looking at what various newspapers are doing to provide customers, such as ad agencies, direct access into their classified-ad systems for ad input and/or inquiry. The objective is not to shift the burden of data entry from the newspaper to the customer. Rather, it is to provide a higher level of service by giving customers more flexibility in deadlines for submitting their ad copy.

Several newspapers, including The New York Times, The Star-Ledger of Newark, the San Jose Mercury News, The Dallas Morning News, The Philadelphia Inquirer and the Philadelphia Daily News, are already experimenting with systems of this type. And the technology is here to make these systems cost-effective.

The task force expects to provide information to ANPA-member newspapers to facilitate the development and implementation of such systems.



Gulledge is vice president/information services of Harte-Hanks Communications Inc.

Steven Schwarz

Employee of Tempo Advertising Inc. uses remote-entry classified system called AD-STAR developed for The Star-Ledger of Newark.

Electronic Photography and Graphics Are Moving into the Limelight

BY LOUIS J. FRANCONERI

The Electronic Photography/Graphics Task Force is the newest subgroup of the ANPA Technical Committee. Its goal is to foster development of new electronic computer systems and associated devices that can process graphic materials for daily newspaper operations.

The tremendous and relatively recent explosion of the use of color and graphics in newspapers requires significant new technology to process this information expeditiously and in a cost-effective manner.

The proposed foundation for this new type of computer system is based upon principles developed from newspaper experience with text-processing systems. But we are also incorporating futuristic hardware and software tools for graphics application.

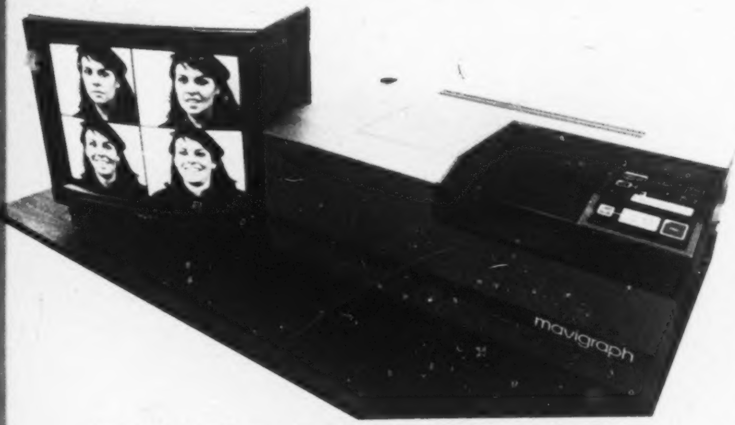
One of the major objectives of the new system is to eliminate the need for conventional film and to use electronic technology to replace the cumbersome mechanicals with overlays that are now required to reproduce complicated artwork.

In the future, photographers will be using video and/or digital cameras to capture images [presstime, March 1986, p. 62]. These pictures will then be transmitted electronically from the field back to the newsroom, where picture editors will review them on so-called "intelligent" color terminals.

Newspaper artists, meantime, will be creating illustrations on personal computers with graphic packages, and press operators will be verifying color-printing quality electronically.

The proposed design, or "architecture," of the new kind of system encompasses three major areas: capturing material, both local and remote; manipulating it for sizing, location and quality considerations; and sending it to appropriate "output" devices. The "final link" in this sequence eventually will be a full-page pagination system.

The new system will accommodate the entire spectrum of



Sony's Mavigraph produces still photographs from video images.

graphics applications, ranging from color photographs to sophisticated artwork. It will enable the user to expedite tremendously the time required to process this information. In addition, operating expenses will decrease while quality will increase.

Regarding costs, one of the major elements of the graphics system will be to provide newspapers' creative personnel with potent electronic tools that make them the end producers of artwork. This will eliminate interim paste-up and other production requirements, and substantially reduce costs of raw materials.

The task force is currently studying the major criteria of the system's architecture, including transmission and network requirements. The group is also providing direction and information to potential vendor developers. In this regard, it is our hope that at least one vendor will exhibit portions of such a system, or even an infant system, at the Atlanta Exposition.

Franconeri is vice president/operations of The Baltimore Sun.

Research Conducted on Inks Will Make a Lasting Impression

BY GENE McDAVID

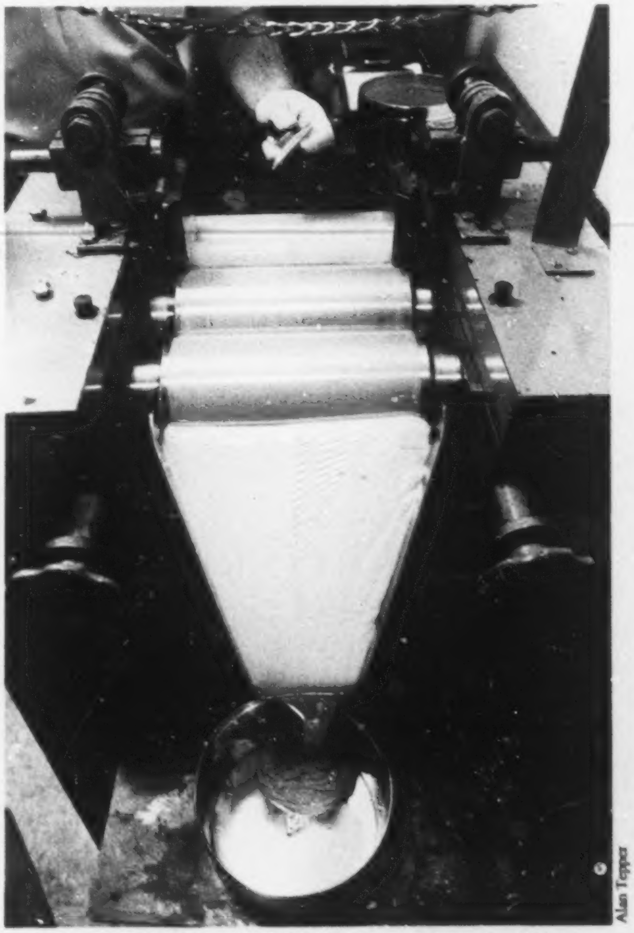
News ink has been on everyone's mind during the past year. The "hazard communication" standard, also known as the "right-to-know rule," caused the newspaper business to switch to treated-oil inks. The low rub-off version of these new inks has proved difficult to run on newspaper presses and has caused the ink companies to go back to the research laboratories for answers [presstime, Feb. 1986, p. 51].

The task force has been encouraging the ink manufacturers and other companies to work on new ink formulations, and it has invited interested parties to avail themselves of the ANPA research facilities for testing. All of the major ink companies—J.M. Huber, Flint Ink, U.S. Printing Ink and General Printing Ink—have taken advantage of this offer and are working cooperatively with ANPA's Technical Research Department to develop good low-rub inks. Other companies such as Saranda, Eastman Chemical and Chemoxy have also tested inks at The Newspaper Center laboratory.

The task force is continuing to develop non-petroleum-based black and color ink, known generally as ANPA-INK®, for both letterpress and offset printing. New versions of the ink are being tested on various presses at newspapers. A recent test using a soybean-based oil ink was very successful on the Goss Urbanite press of The Free Lance-Star in Fredericksburg, Va. In late May, a new ANPA-INK ink was to be tested on the Goss Metro press at the Houston Chronicle. If another oil shortage occurs, these ink formulations could be substituted immediately for oil-based inks.

The task force also is looking at completely new water-based ink technology. This research is in its infancy, far from being ready for daily publication. But if successful, its first application would be for letterpress presses, then, in turn, flexographic and offset printing. The new TKS flexographic press now being installed at ANPA will be used in some of the research.

Another important task force project is the ink/paper relationship research concerning rub-off. This will begin in late fall and probably will continue for several years. Using standard inks, we hope to define paper characteristics that affect rub-off; using standard newsprint, we hope to define ink characteristics



© Alan Tepper

New ink formulations have flowed from new government regulations.

that affect it. We will work with all current ink manufacturers and newsprint suppliers on this important project.

The last major goal of the task force is to develop tests for the new ANPA color ink book. (See the report of the Combined Color and Black-and-White Standardization Task Force, facing page.) All of the color inks now being manufactured are formulated with treated oils. This means that new standards must be used for reference and test inks so that parameters are defined.

The Technical Research Department has acquired a color computer to assist in this development. Strength and shade can be defined by a spectral curve, and color samples can be matched to standards. Limits are expected to be established by the end of this year.

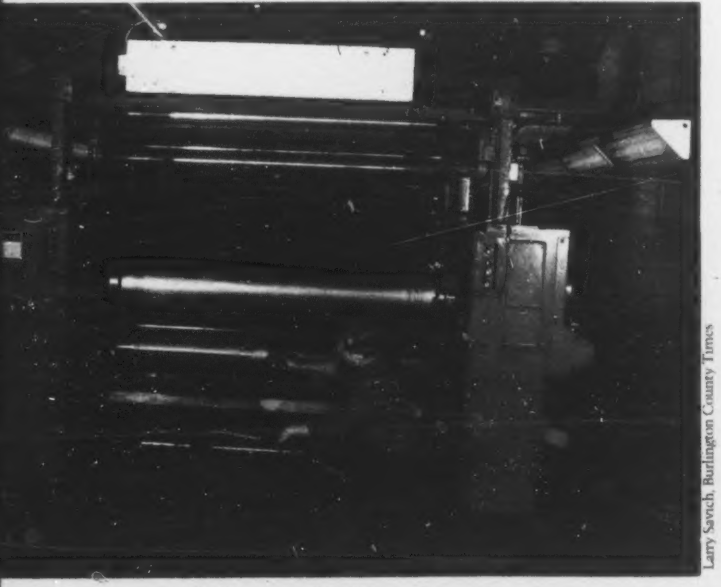
Newspapers must use good quality products to satisfy advertisers' and readers' desires for quality reproduction in both color and black-and-white printing. Thus, research into ink and the ink/paper relationship has never been more important.

ANPA Research Will Help Assess Flexo's Future in Pressrooms

BY MINOR J. WARD

The Direct and Offset Printing Developments Task Force is charged with promoting research and development into all methods of newspaper printing—traditional letterpress, now-dominant offset and newcomer flexography.

The task force is the result of a consolidation earlier this year of the Direct Printing Task Force and the Offset Printing Development Task Force. The aim was to eliminate duplication of effort and to improve coordination of all printing research. With the consolidation, we expect to accelerate research activity that is designed to improve and/or standardize newspaper printing methods.



Larry Savich, Burlington County Times

Pressman rubs down one of Burlington County Times' two ceramic anilox rollers. Installation and use of the rollers has contributed to industry knowledge of anilox offset printing.

The panel is seeking ways to improve letterpress printing through research into the characteristics of plastic plates and improved plate lockup. We're also looking at new ink formulations and other raw materials that could result in better printing in both black-and-white and color.

Experimentation with anilox offset printing is continuing, and the results to date are promising. The addition of a second ceramic anilox roller to the press of the Burlington County Times in Willingboro, N.J., and various new equipment for applying the fountain solution have given us more knowledge of this important process. Soon, The New York Times will have two Goss Metro units operating with the Goss anilox system. The task force is monitoring this project closely.

Tokyo Kikai Seisakusho Ltd. donated a TKS press unit to the ANPA Technical Research Department to be converted for use in flexography research. Conversion is under way and should be completed by the end of the summer.

Research will then begin on finding the best combination(s) of plates, paper, ink, under packing, etc., to determine compatibility, tolerances and the effect of each on printing quality. We hope to involve as many manufacturers and vendors of these materials as possible.

A plan for comprehensive, systematic research will be developed in conjunction with the Flexo Users Group. The users group will also serve as a conduit to convey the experiences and problems associated with this technology from various newspapers around the country.

At the Pressroom Options II Symposium in Chicago earlier this year (presstime, April 1986, p. 70), several speakers said that flexography is here to stay as a means of printing newspapers, but the process was not seen as an outright replacement for offset.

Boykin Wright, vice president/operations of The Miami Herald Publishing Co., reported that visitors to the Herald frequently comment that the newspaper seems to be using a special, bright newsprint on its M.A.N.-Roland flexographic presses.

Wright said this is not the case—that the same kind of newsprint is also run on the Herald's letterpress and offset units. A key reason the flexo black and flexo color look cleaner and sharper is the absence of ink "set-off" from the pipe rollers. With offset printing, he noted, there is constant set-off that causes the printed page to take on a gray cast.

Among other areas of task force interest is the problem of tinting and toning. ANPA's Technical Research Department is investigating the cause. A questionnaire has been developed that will enlist the assistance of all newspapers in solving this problem.

Another task force project seeks to define acceptable newspaper printing quality by soliciting the views of a number of experts and merging their opinions.

The task force is also considering new ways to put images on newsprint or other substrates (media) directly from computer storage. This project is more conceptual than others, but we're hopeful our activities can serve as a stimulant for future research by newspaper equipment manufacturers.

Ward is president of the Atlanta Journal and Constitution.

Newsprint Has a Big Impact On Quality and Profits

BY JAMES J. ROGERS

Until recently, the major concern about newsprint was with its mechanical properties. Runability was the watchword. When one considers that a change in waste of only one-fourth of 1 percent on 20,000 tons will affect the bottom line by $50,000, one can appreciate the deep interest a CEO has in waste and runability.

Today, there is increasing pressure on newspapers to become equally knowledgeable about the effect newsprint optical properties have on the visual perception of the printed page [presstime, Oct. 1985, p. 24].

As newspapers strive to attract national advertising, they have become aware of the tremendous variation in printing quality of tear sheets that an advertiser receives from across the country. Much of that variation is a result of extremes in optical properties of newsprint from different mills.

Having recognized the importance of these properties, members of the Newsprint Quality Improvements Task Force are beginning to contact various suppliers and to discuss target guidelines that might be used universally.

ANPA's Kleintop demonstrates test for newsprint thickness.

While it is hoped that these guidelines will be accepted, it should be clearly understood that each publisher will have to meet with his or her suppliers and jointly determine how tight the range of guidelines can be.

Doris Kleintop and her newsprint-testing staff at ANPA test about 1,600 samples of newsprint each year. In the past, much of that work has been done on reliable but antiquated testing apparatus. The task force is working to bring that part of The Newspaper Center lab into the 21st century. Progress is slow for two reasons: Test equipment is expensive, and each item must be tested extensively in the lab before it is accepted.

Because a large portion of a newspaper's budget is spent on newsprint, and most of us rely on the quality reports from ANPA to tell us how good or bad our newsprint is, the task force believes that a modern laboratory that can give quick turnaround on reports is essential. Some new equipment has been purchased. More is needed.

Much work has been done by ANPA in developing a number of quick and inexpensive procedures enabling newspapers to conduct in-house tests of newsprint and other materials used in printing. A loose-leaf manual outlining these procedures is expected to be available next year. In the meantime, member-newspapers may write Kleintop for information on testing newsprint brightness using a digital densitometer; grammage (basis weight) using a balancing scale or by the so-called "yield method" (counting the number of copies per roll and factoring in the amount of waste); oil absorption; and ink rub-off.

The task force also looks for and monitors any innovative ideas that can reduce the cost or improve the quality of newsprint. Using kenaf fibers in newsprint manufacturing, for example, still holds a great deal of interest. Although some progress has been made, significant tonnage of kenaf newsprint is not yet available [presstime, April 1986, p. 67].

Rogers is business manager and director of production of The Oregonian in Portland.

Making It Easier for Advertisers To Put Color Ads in Newspapers

BY CHARLES R. BLEVINS

For a long time, many national advertisers and ad agencies have had the perceptions that newspapers are too difficult for national advertisers to use and that newspapers are not a color medium. The Combined Color and Black-and-White Standardization Task Force is doing something about both misconceptions.

The task force set out to reduce the time and effort needed for advertisers and agencies to prepare material for insertion in newspapers, and to reduce the confusion at the agency/advertiser level as to what material reproduces well in newspapers.

Another goal was to improve the consistency of advertising reproduction.

The *Guide to Quality Newspaper Reproduction*, a 56-page manual, was the result of efforts by the task force and the Newspaper Advertising Bureau to address these concerns. (See story, p. 89.) Published in April, it will be included in an NAB campaign designed to generate more color advertising.

The guide is intended to be distributed to local and national advertisers, agencies, copy preparation firms, engravers, newspaper sales people on a

Maintaining color quality is essential.

local and national basis, and personnel involved in newspaper reproduction.

The voluntary, suggested standards for both black-and-white and color materials, if followed by newspapers and advertisers, should result in good quality printing, more consistent reproduction of ads, lower cost to national advertisers for copy preparation, and less confusion at the agency and engraver levels.

Using this guide should make us all winners. The advertisers will get better reproduction at less copy preparation cost, and newspapers can expect a bigger piece of the national buy.

Another project of the task force has been to update ANPA's AdPro® and AD-LITHO™ color ink books [presstime, Oct. 1985, p. 28]. The timing is fortunate. ANPA was almost out of the previously printed color books, advertisers were requesting colors that were not in those books, and government regulations caused the ink companies to stop using untreated oils and certain pigments in their inks. Any one of these reasons would have been ample reason to reprint.

One result of the task force's work was combining the two existing books, but with different mixing formulas for offset and letterpress printing. With only one book for color ink specifications, the cost and confusion associated with ordering color ads in different newspapers will be reduced.

The task force was assisted by the National Association of Printing Ink Manufacturers, which researched ink sales records, and by the American Association of Advertising Agencies, which gave us a window into its members' current needs. This allowed the task force to review suggested additions as well as the colors contained in the existing books.

The new book will incorporate some new, high-usage spot colors, including a brilliant red and other strong colors. Some unused colors will be deleted.

The task force did extensive process-color evaluations to make sure the current set of process colors resulted in the best range of the color spectrum and was consistent with the separations provided by national agencies. The process color inks in the new book reflect the change to inks with treated oils, which changed the hue slightly but maintained the color balance.

Titled *ANPA-COLOR™ AD-LITHO™/AdPro®*, the new book will be available in October of this year, with an implementation date of January 1987 for the new color standards. The book will be used as another element in the aggressive national sales effort for color advertising being conducted by the newspaper industry.

Blevins is vice president/production of Gannett Co.

Mailroom Delivers a Bundle Of Major Production Issues

BY JAMES A. COOPER

The post-press area is where the most dramatic changes in newspaper operations will take place over the next few years.

Post-press, or "mailroom" as many people refer to it, is currently being hard-pressed to handle preprints, zone distribution, Sunday packaging, bundle counting, and subscriber and non-subscriber lists. Other demands will be placed upon it in the near future.

The top five post-press problems—as determined by results of a questionnaire ANPA sent to member newspapers—are inserting volume, inserting speed, counting and accountability of bundles, zoning, and preprint storage and retrieval. Newspapers with large Sunday editions also expressed a need for a collating and/or wrapping device to keep the package in one piece for vending machines and street sales.

The next step for the Post-Press Packaging and Distribution Task Force was to identify equipment currently available for post-press operations, and to list each category of equipment and the equipment's capabilities. This information is now available from the ANPA Technical Research Department.

To stimulate ideas and interest in solving distribution problems, an ANPA "white paper" describing newspaper-business requirements was sent to vendors of post-press equipment and to manufacturers of high-speed equipment in the packaging industry. This paper has produced some intriguing inquiries that are being pursued by ANPA engineers. In addition, several vendors have made presentations to the task force about equipment being developed to address some of the problems.

Carrie Beth Tucker, Houston Chronicle

Harris hopper loader boosts production in Houston Chronicle mailroom.

The task force is trying to respond as quickly as possible to newspapers' post-press problems by examining several approaches.

The first involves the ANPA Technical Research Department. It will develop distribution systems and criteria to address the most pressing needs of the membership. This work will involve original research where necessary, liaison with manufacturers, investigation of technology used in other industries that might be adaptable to the newspaper business, and—where practical—cooperative research with manufacturers.

ANPA researchers will look at improved systems for bundle counting and accountability, storage and retrieval of preprints using automation where feasible, automated loading of inserts into hoppers, skid loading, demographic distribution and single-copy packaging. The research group also will explore a system to integrate all phases of post-press packaging, as well as distribution automation for newspapers of various sizes.

The task force will investigate existing equipment and will gather and publish information about how newspapers are using it. Member newspapers are encouraged to contact the task force with unique problems or with information about new and innovative solutions to particular problems.

ANPA is planning a symposium on distribution systems in Chicago next year. It will provide information on the latest in post-press technology and give members and vendors a forum to discuss particular problems.

To sum up, the post-press area of newspapering is ripe for the same kind of sophisticated change as occurred in the pre-press area in the 1970s and early '80s. The ever-increasing flood of inserts and the difficulties in handling them must be high on any newspaper's list of problems to be solved. It is entirely possible that the post-press area of the future will be a sophisticated distribution center able to package newspapers and inserts on request from individual subscribers, simply by pushing the right buttons.

The immediate future, however, holds a significant challenge for newspapers, vendors and researchers if we are to solve newspapers' many post-press problems. It will be a slow, steady process to reach our ultimate goals.

Cooper is assistant vice president/operations of The Washington Post.

Newspapers Pay Heed to Job Hazards And to the Health of Their Workers

BY MICHAEL STERN

Since passage of the Occupational Safety and Health Act in 1970, newspapers, like all businesses, have become more aware of the range of hazards their employees may encounter on the job. OSHA and subsequent government regulations have increased corporate responsibility for worker exposure to direct and indirect environmental hazards.

ANPA and its Environmental Task Force have helped many newspapers meet this added responsibility.

For example, not long after the Syracuse newspapers had made the switch from electric typewriters to video display terminals, copy editors and other VDT users began to express concern about eyestrain, backaches and the possibility of exposure to radiation. ANPA, at the company's request, monitored the VDTs and found that they posed no health problems. Association experts also conducted an ergonomic study to determine how employee discomfort could be minimized during extended hours at the terminals. (See story, p. 47.) The benefits can be seen in the newsrooms of the Herald-Journal and The Post-Standard today: comfortable new chairs and subdued lighting purchased and installed based on ANPA's recommendations.

This is but one instance of how ANPA and the task force have helped newspapers by providing information, advice and services on environmental issues that vitally affect newspapers.

The task force, a broad-based panel whose members include a lawyer, two physicians, two certified safety and health professionals, and an administrator, is dealing with problems ranging from how to improve safety in the workplace to the proper disposal of waste ink and employee "wellness."

This year, one of the most important problems facing the task force involves response to the federal "hazard communication" standard and other employee "right to know" provisions.

The federal standard became effective last November for manufacturers and distributors of hazardous chemicals, and last month for users [presstime, May 1986, p. 60]. It requires proper labeling of chemical containers and training employees in their proper use.

In response to the new standard, the task force developed:

- A video or slide presentation titled "What's It All About," which newspaper managers are using to inform their employees about the standard
- A loose-leaf information package called "HAZPAK," which reviews all the requirements of the hazard communication regulations and how to implement them. One copy of "HAZPAK" has been sent to each ANPA-member newspaper.

Growing numbers of such government rules and of employee requests for information about workplace equipment and chemicals also have resulted in greater demand for ANPA's Environmental Surveillance Service.

In 1979, the surveillance service staff consisted of one person. Now it has six industrial hygienists who perform noise surveys, VDT radiation monitoring, ergonomic assessments, safety inspections, air monitoring and industrial hygiene surveillance for airborne chemical exposure—all for a very modest fee.

These same professionals are available for consultation and to serve as expert witnesses in environmental litigation.

Because environmental regulations and requirements are still expanding, the task force expects the surveillance service to keep growing, too.

Employer concern about employee health and safety also is affected by soaring health care costs and insurance rates.

In recent years, the traditional focus on curing illness has given way to a new emphasis on prevention and early detection of disease, management of chronic illnesses and promotion of good health practices. There's also a growing awareness of the impact

Steven M. Smith of ANPA's environmental staff checks pressroom air.

non-medical factors like lifestyle, behavior and stress can have on the incidence of employee disease and mortality.

The task force is helping newspapers deal with these trends in corporate health care by developing an ANPA wellness program [presstime, May 1986, p. 44]. In the near future, ANPA will be offering a basic outline explaining how members can launch wellness programs as well as supplemental information for newspapers that want to get more deeply involved. Drug and alcohol rehabilitation and the disease AIDS are some of the topics that will be covered in the package. ANPA's accident reporting program will be expanded to help members monitor the effect of their wellness programs on accident rates, absenteeism and overall employee health.

With more landfills closing their gates and other disposal facilities becoming more cautious about handling hazardous materials, waste-ink disposal has emerged as yet another vexing—and costly—problem.

Although the newspaper industry has taken great pains to eliminate the use of ink that contains hazardous substances, waste ink is likely to become contaminated with solvent and fountain solutions, and it's difficult to determine the chemical makeup of the final waste mixture that leaves the plant.

The Environmental Task Force and the Newspaper Ink Study and Research Task Force are working together to resolve this problem. We'll be examining and reporting on commercially available waste-disposal systems small enough to use in a newspaper plant, plus other disposal methods.

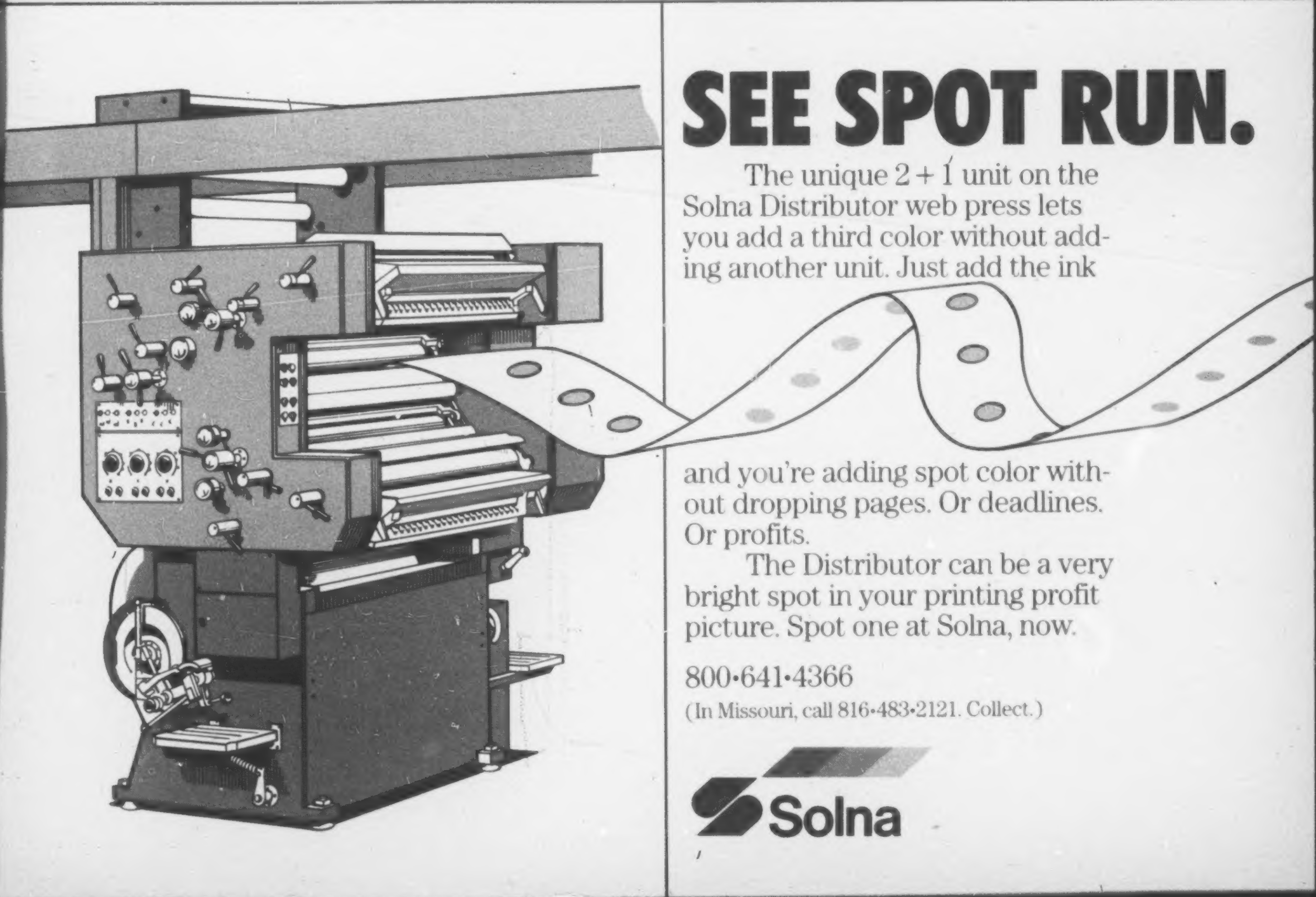
Member newspapers that may need laboratory analysis of ink or other chemicals, or collection of industrial hygiene samples in their plants, should consider taking advantage of the ANPA's fully-equipped, analytical laboratory at The Newspaper Center.

Asbestos in the workplace also is receiving task force attention. We're developing an information pamphlet that will tell newspapers how to comply with OSHA regulations for the removal or encapsulation of asbestos materials. The pamphlet will list names and addresses of firms licensed to remove and dispose of asbestos.

Many of these issues will be addressed at ANPA's annual Health and Safety Symposium Oct. 2-3 at the Marriott Hotel in Denver.

The task force will continue helping members with interpretation, consultation and advice on local, state and federal environmental regulations. It expects its heaviest emphasis in the next year will be on right-to-know laws and waste disposal. ☐

Stern is production manager of the Herald-Journal and The Post-Standard in Syracuse.



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Color ink room at The Register

"Our Pulitzer Prize photos deserved the best color inks"

Says Mell Kilpatrick (left), Production Manager with Bob Johnson (center), Pressroom Superintendent, and Rich Blanco, Assistant Pressroom Superintendent The Orange County Register, winner of the 1985 Pulitzer Prize for News Photography.

"We published 187 color photos of the 1984 Olympic Games which won the 1985 Pulitzer Prize for News Photography. Those photos deserved the best reproduction which was made possible by our commitment to color excellence. And that includes our color inks from U.S. Printing Ink. We began running U.S. Printing Inks when we changed over to color in 1980. Since then we have been very pleased with their uniformly excellent performance."

We are happy that Mell Kilpatrick and his production team are pleased with U.S. inks. And we're proud of the way our inks demonstrate their quality on the pages of The Orange County Register. There you'll see strong, clean colors, fresh-looking halftones, smooth laydown of solids with minimum ruboff, linting and picking. Scuff resistance is excellent, too!

Don't your color photos deserve the best inks?

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14 Because the System/55 occupies less than one-third the floor space of our competitors' systems, offering major savings in real estate and computer room costs.

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16 Because every time you've ever settled for second best, that's exactly what you got.

17 Because our offices in the U.S., Germany, the U.K. and Australia support systems at many prestigious newspapers and news services worldwide.

18 Because your ownership of an SII system tells your readers, your advertisers and your stockholders that you're committed to the highest standards of quality.

19 Because in 1986, SII will deliver the industry's most advanced Pagination and display advertising products.

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VDTs

Safety no longer dominates concern about computer terminals, as ease of use, comfort and environment are emphasized

BY CLARK NEWSOM
presstime labor writer

When video display terminals began arriving at newspapers in the 1970s, users were so intent on learning the system that little thought was given to ergonomics—the relationship between people and machines.

Next, the principal question surrounding the new devices was whether they were safe to use. Again, how to comfortably fit worker to machine was secondary.

Today, although there are still sporadic debates over questions of VDT safety, nearly all reports have declared them safe, and the focus of attention has shifted toward improving the working conditions of those who use the devices.

VDT safety "is not a concern or an issue" at The Pantagraph of Bloomington, Ill., reports Personnel Manager Michael L. Meece. What is a concern is ergonomics. "We listen to employees and try out their suggestions," Meece says.

The Beaver County Times' newsroom is ergonomically designed.

Beginning mostly in this decade, those in-house suggestions, along with recommendations from experts including ANPA's environmental specialists, have led newspapers to increase use of adjustable chairs, louver lighting to avoid reflections, drapes and shades to filter outside light, static-free carpeting, wrist rests, adjustable pedestals, and a whole catalogue full of other ideas and devices designed to make working at a terminal a more pleasant experience.

"When VDTs first came in, we didn't know where the problems were," says Michael G. Manfro, safety and environmental affairs manager for the Los Angeles Times. "We're paying a lot more attention to work stations."

Indeed, newspapers are overcoming the glare and reflection problems on screens that bedeviled them in the beginning of the VDT age. Spurring the changes were employee complaints about headaches, eyestrain and back pain and, in some cases, union demands.

Manufacturers, too, made changes such as moveable keyboards to make a day in front of the tube more bearable. In fact, there are so many VDT-related products coming on the market that "you can't give in to everything," says Manfro of the Times. "You have to be selective."

As at many newspapers, the Worcester (Mass.) Telegram and Gazette found their chief problem was glare. For one thing, there was excessive glare from white Formica desk tops. The bright, shiny surface "was a disaster" for lighting, says Harry T. Whitin, assistant to the publisher. The tops were resurfaced with a simulated wood grain.

Parabolic louvers were installed on ceiling fixtures to reduce glare from them and to redirect light. Walls were repainted with flat, neutral colors. "We restructured the work environment so that natural light was not as big a factor," Whitin says. Windows were covered with adjustable vertical blinds.

In the composing room, interior windows were frosted to cut down on reflective light.

There was one thing that "didn't work out," Whitin says. Glare-filter screens were purchased for the VDTs, but "the users didn't like them and pulled them out. We found them in wastebaskets. They cut down on clarity, the users said."

INVOLVING USERS. Glare wasn't the only problem faced by VDT users. Although the list of problems is varied, one constant seems to have emerged from the effort to resolve them: for best results, involve the users in the search for solutions.

In Worcester, a nine-member committee of representatives from the news, circulation, classified advertising and production departments selected adjustable chairs for each VDT station. Because the terminals were fixed in place, "we had to adjust the user instead of the terminal," Whitin says.

At The Mail Tribune of Medford, Ore., a committee of newsroom employees selected chairs with no arms. They are being used in all departments.

The Record of Hackensack, N.J., which has about 300 VDTs, is another newspaper that involved employees in the introduction of terminals.

"We feel people adapt to change with greater ease when they are involved in the process," says Alvin Miller, vice president/business. "It was the most important factor that made our conversion successful."

"We created task forces, principally in editorial, where employees experimented with different models of VDTs before we locked ourselves into a particular one," Miller says. The employees also tried out a variety of chairs.

"We talk about and address any problems or questions employees bring up," Miller says. "As an example, when there were questions about radiation, we tested every VDT in the company and posted the results. When there was a question of glare, we brought in shields and let people try them. If they liked them, they kept them. We let them decide what was best for them."

The Morning Call in Allentown, Pa., takes a similar approach. The advice from President and Publisher Bernard C. Stinner is to "work with and listen to" employees. The Call's current labor agreement with The Newspaper Guild is one of the few that provides for a VDT committee [presstime, May 1983, p. 54].

In addition to musculo-skeletal com-

An ergonomics study checklist

The VDT ergonomics study performed by ANPA environmental specialists includes:

- Illumination readings in foot candles of the general work area and individual work stations
- Luminance readings of the keyboard
- Contrast ratios comparing the keys, keyboard and document with a screen of text
- Contrast ratios comparing the screen characters with the background
- Contrast ratios comparing various far-afield objects with a screen of text
- Light reflection characteristics of desk surfaces, walls, floors and ceilings
- Ergonomic evaluations of chairs and work stations
- Ergonomic evaluations of various terminal features.

The study also includes an examination of miscellaneous ergonomic factors, including floor coverings, partitions, wall color and coverings, window coverings, light fixtures, VDT maintenance and cleaning, ceiling composition, desk blotters, internal windows, reflective room furnishings, employee training, and VDT positioning.

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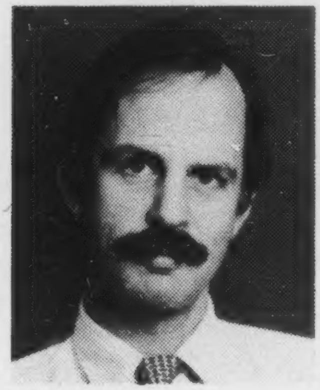

Arthur W. Howe
Pulitzer Prize
National Reporting

Tom Gralish
Pulitzer Prize
Feature Photography

TWO PROUD

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This year we are honored that Inquirer writer Arthur Howe has been recognized for his articles on the massive mixups by the IRS in processing income tax returns.

We're equally pleased that Inquirer photographer Tom Gralish's compelling look at the city's street people has received such high praise.

We're no less proud of all of our staff; they have brought this newspaper ten Pulitzer Prizes since 1975.

The Philadelphia Inquirer

A Knight-Ridder Newspaper

plaints that are being rectified by proper seating, eyestrain is a common complaint.

In reaction, The Mail Tribune of Medford encourages "frequent rest breaks," says Tudy A. Schiveley, administrator/personnel and public services.

Beyond breaks, Manfro of the Los Angeles Times says his newspaper emphasizes proper eyeglasses. "The Times has an overall vision-care program that seems to satisfy the problem," he says.

The Record of Hackensack also instituted a company-paid vision-care program that covers, among other things, new eyeglasses every two years.

OUTSIDE HELP. To solve their work environment problems, some newspapers have relied on professional help. For example, the Beaver County Times in Beaver, Pa., carried out a number of suggestions made by environmental specialists from ANPA's Technical Research Department.

"The first thing we did was paint the walls with a flat finish, mostly earth tones," says James R. Miller, treasurer and operations manager.

All walls in the accounting, classified advertising, display advertising and news departments were painted.

Opaque drapes were installed along the west side of the building to reduce outside glare, and parabolic louvers were installed on all overhead light fixtures in the newsroom and classified advertising department and in certain areas in accounting and display advertising. The louvers are designed to direct light straight down and avoid reflections on the VDT screens.

Miller says there have been no complaints related to the paper's 57 terminals since the changes were made.

Changes also were made at The Virginian-Pilot and The Ledger-Star of Norfolk following a 1983 inspection by ANPA specialists, reports Randy Jessee, assistant to the executive editor. For instance, lighting wattage was reduced and fixture diffusers were installed after the newsroom was found to be "overlit," he says.

Although newspapers vary widely in size and in the age of their facilities, ANPA's ergonomics studies are tailored to meet the unique needs of individual papers, says Richard W. Neergaard, ANPA manager/environmental services.

The average project, including a detailed written report, usually requires ANPA staff to spend two to five days in the plant and four to eight days in the offices of The Newspaper Center at Reston, Va. Cost is $250 a day, plus expenses for transportation, lodging and meals.

Another source on VDT issues is the Washington, D.C.-based Center for Office Technology, a coalition of employers, manufacturers and associations, including ANPA, interested in promoting effective use of office technology. A booklet prepared by COT titled "Working with Displays—A Practical Guide for VDT Users," is being mailed this month to all ANPA-member newspapers.

The outlook for the newspaper office environment is one of receding problems, the experts say. "We have identified the majority of concerns," notes Manfro of the Los Angeles Times. "Now we have to address them in a realistic manner. For example, we cannot design an entire room for everybody. Some people will need special lighting." ☐

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"The People & The Press," Ad #6 in a series

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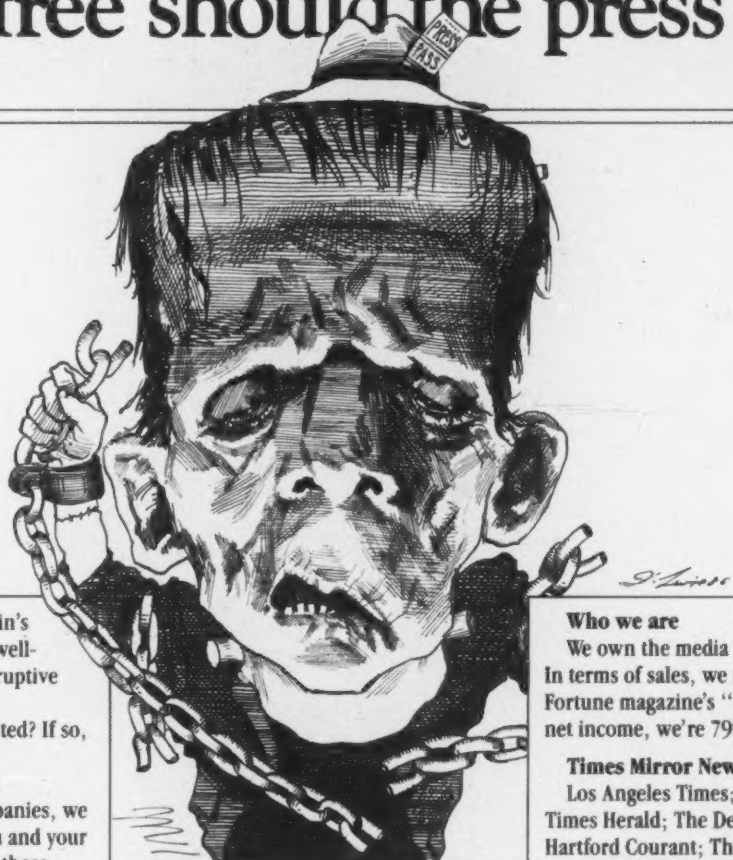

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- Specifically, 54% think it should be difficult for government to stop news stories from being published; 26% disagree.
- 78% think reporters should be allowed to keep their sources confidential; 15% disagree.
- 42% think government should require the press to cover all sides of controversial issues; 48% disagree.
- 51% think government should outlaw election predictions; 42% disagree.
- 67% think the press should pay damages if a story turns out to be false; 19% disagree.

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Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

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Times Mirror
We're interested in what you think.

Mary Jane Haeselich

From secretary to vice president/production of Milwaukee's dailies

BY MARCIA RUTH
presstime staff writer

Not many secretaries think they will rise to become vice presidents of major corporations.

And 30 years ago, Mary Jane Haeselich was no exception.

"Never in my wildest imagination did I dream I would hold the position to which I reported as a secretary in 1956," says Haeselich, now a vice president of Newspapers Inc., the Newspaper Division of The Journal Co. that publishes The Milwaukee Journal and Milwaukee Sentinel.

Not only did she become a professional without a college degree, but she did it as a woman in the newspaper department most traditionally known as a "man's world"—production.

"She's a remarkable woman," says Robert A. Kahlor, president of Newspapers Inc. and the last of a chain of three vice presidents for whom she worked as a secretary.

It was Kahlor, who joined the company in 1972, who urged her into management in 1977. "It became obvious to me that she had potential to do a lot more than be a secretary," he says. "She just kept reaching out for more responsibility, and as she reached out for more, I was just happy to let her have more."

"It wasn't my idea" to take the job Kahlor offered as administrative assistant for production, says Haeselich, 54. Despite the fact that she had been elected managing editor of her high school newspaper and was offered a scholarship on graduation, she had continued to follow her father's philosophy that "women didn't have to go to college because there was always a secretarial job out there."

But her drive to excel shone through her work in that "traditional" role. "Read," an early mentor had advised her, and read she did—everything that crossed her desk in 21 years as secretary to vice presidents for production.

"She learned the business from the bottom up," says Charles Koeble, vice president for circulation. "If she didn't understand what she was typing, she asked questions or got a book."

And as she moved up through the ranks—production superintendent in 1978, production coordinator in 1982, production manager in 1984 and her current post in 1985—she demonstrated that understanding wasn't all she did.

"She's a self-starter," says Kenneth W. Adams, senior vice president for operations. "She's very thorough. She's a perfectionist. If you give her a project, it is done on time and it is done completely."

While Haeselich was climbing the management ladder, the Milwaukee dailies were engaged in a pioneering venture into a form of direct lithography that premixed water with ink.

With the increasing pace of technological change, the job of production superintendent was divided into two parts in 1980. Concentrating on pre-press functions, Haeselich oversaw the selection and implementation of a computerized system for ad layout and a laser color scanner.

Now as vice president/production, she is responsible for the operations of eight departments staffed by more than 500 full-time employees: composing room, ad services, camera/platemaking, photo, art, paper and ink, mailroom, and pressroom.

Keeping up with rapid changes in production technology, Haeselich notes, is "almost a full-time job."

In evaluating new proposals, she cautions that everything must be both "upgradable" and "integrated" with the entire system, not act as a "boat anchor."

And always, one basic philosophy drives her decisions: "We believe our production department is first and foremost a service department."

That spirit accounts for her being widely regarded by Journal executives not only as someone who knows her stuff but also as someone who is "easy to work with."

Sentinel Managing Editor Trueman E. Farris Jr. claims his paper's "production department and editorial department have probably the best and closest working relationship on any daily newspaper," and a good share of the credit goes to Haeselich.

"She understands that teamwork counts," says circulation's Koeble, who particularly appreciates her "consumer-oriented" attitude when he talks with his counterparts at other papers. "I always come away feeling good because one of the problems they seem to have is an inability to communicate with the production department," he says.

As William F. Share, senior vice president/marketing, puts it: "She's right there marching with us."

The inevitable question—"What does it mean to be a woman in production and a former secretary in a field where most executives rose through other ranks?"—elicits what Haeselich calls her "stock answer": "I could have turned it into a problem if I had wanted to, but I didn't do that."

Haeselich, who is single, is a lifelong resident of Milwaukee. ☐

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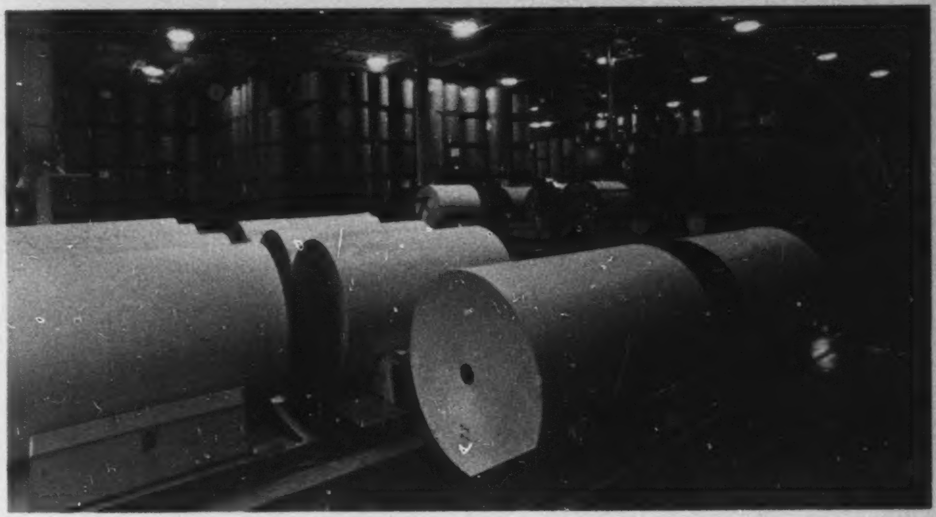


Dana Bullen

Press debate may start anew at UN

BY DANA BULLEN

After a billion words (it seems) have been spilled at UNESCO in debate of a New World Information Order, we may be condemned to start over again at the United Nations in New York.

This is not a thrilling prospect. It seems to reflect an assessment by supporters of more radical proposals for a "new order" for news media that they haven't done as well as they'd like at the United Nations Educational, Scientific and Cultural Organization in Paris. There's some cheer in this—but not very much.

Vigilance in Paris remains essential. The minute a free press turns away, those seeking restrictions on news media will see an opening and try to exploit it. So what we're talking about at the UN is really a "second front" in the same war.

The new arena is the 69-nation UN Committee on Information. This is chaired by Willi Schlegel of East Germany. He was elected last year almost by default when the West failed to come up with a credible candidate. For the rest of the year, the committee engaged in endless wrangling. The final outcome was not encouraging.

Crushing Western objections in a series of lopsided votes, the committee approved a resolution precisely refusing to accept the consensus language accepted at UNESCO describing a "new order" in communications as an "evolving" and "continuous" process—rather than something to be mandated or imposed.

The resolution, which subsequently went forward through the UN system to eventual approval by the General Assembly, calls for "establishment" of a "new order," hails efforts of UNESCO toward "clarification, elaboration and application" of this concept, emphasizes a role for public information in promoting "universal disarmament," supports efforts to "implement" a 1978 Mass Media Declaration, requests UNESCO studies on the socioeconomic and cultural impact of new communication technology, etc.

Not a single Western country voted for the resolution.

The Committee on Information takes up these issues again on June 23 at a two-week 1986 "substantive" session.

At this point, it looks like a donnybrook in the making.

The first item on the agenda is:

"Promotion of the establishment of a new, more just and more effective world information and communication order intended to strengthen peace and international understanding and based on the free circulation and wider and better balanced dissemination of information."

Hints as to what this will include were seen at a recent round table on a "new order" held by UNESCO and the UN in Copenhagen.

Soviet and East German participants tried to introduce language on the imperatives under a "new order" for journalists to foster peace, disarmament, mutual understanding, etc. Schlegel, the Information Committee chairman, indicated in a closing speech that he was taking back to New York a renewed determination to pursue such "practical aspects" as norms and ethics, the relationship between freedom and responsibilities of communicators, the link between the NWIO and a New International Economic Order, and the like.

He said he certainly would follow the suggestion of an East German observer at the meeting (Professor Wolfgang Kleinwachter of Karl Marx University) that the UN Information Committee invite the heads of other United Nations committees to coordinate their work on such things as satellite monitoring, transborder data flow and activity of "transnational corporations."

This is an agenda that news media, both print and broadcast, ignore at their peril.

"I get the feeling I'm attending a wedding reception at which UNESCO is marrying off its ugly daughter to the UN Information Committee," said K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass. Low attended the Copenhagen round table as an observer for Inter American Press Association.

Moderate Third World participants at the round table looked the other way when Soviet bloc speakers served up ideology. When their turn came, they focused on more practical needs in their own regions. The annotated agenda prepared by UNESCO showed some welcome awareness of concerns over licensing of journalists and other restrictive ideas.

In Paris, meanwhile, a high UNESCO official commented:

"When countries lose a battle somewhere in the UN system, they are strongly tempted to take it up again elsewhere. Maybe UNESCO is losing credibility on the communications issue, but the risk is that it will flare up elsewhere, starting from square one."

We all know the saying that those who fail to heed history are condemned to relive it.

A decade has been wasted at UNESCO climbing these same mountains. Let's hope wiser men at the UN see the folly of doing it all over again.

In place of rhetoric about duties and restrictions, why not put forward an approach at the UN—or wherever communications issues are discussed—that:

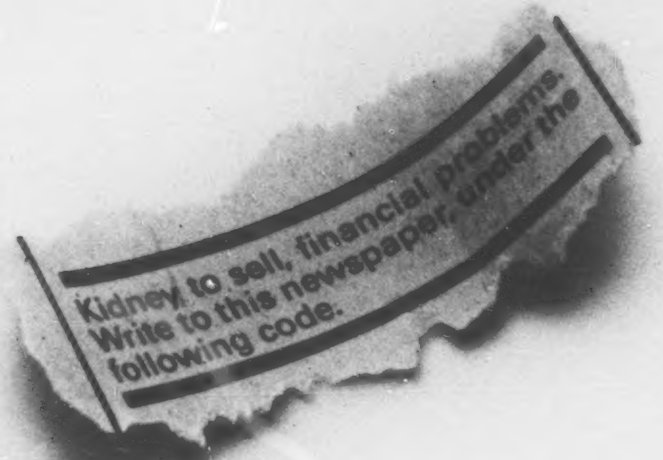
- Rejects rather than ignores widespread censorship in the world
- Promotes the free flow of news as mandated by Article 19 of the 1948 Universal Declaration of Human Rights instead of bending and limiting it
- Opposes shutting down newspapers or turning off radio stations for reporting what angers somebody in power
- Allocates resources at least evenly between independent and government media, rather than exclusively for the latter
- Opposes channeling of all incoming news to a country through a government-run "national news agency," blocking direct access by news media.

And why—the greatest need of all—why don't we find a way to stop the killing, kidnapping and jailing of journalists?

This would be an agenda for action worthy of the great principles of the United Nations. □

Bullen is executive director of the World Press Freedom Committee at The Newspaper Center in Reston, Va.

WE BROKE THE BIG ONE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SCRIPPS HOWARD NEWSPAPERS

WE BREAK THE BIG ONES.

REGULATIONS

Most experts at world conference affirm that VDTs are safe

Varying opinions emerged from the approximately 300 scientific papers presented at the first international conference devoted to video display terminals and health.

About 1,200 people from 25 countries—including scientists, academics, government officials and labor representatives—gathered in Stockholm, Sweden, for the May 12-15 conference titled "Work with Display Units."

"The overwhelming message from the scientists . . . was that VDTs are safe for all workers, including pregnant women," said Renee Ross, executive director of the Center for Office Technology in Washington, D.C. COT is a national coalition of employers, manufacturers and associations, including ANPA, interested in promoting effective use of office technology.

"There were a few reports on possible biological effects of electromagnetic fields that indicate further research is required, and we encourage such research," Ross said.

In her presentation at the conference, Ross cited educational advances made in the United States as the key to effective use of VDTs. "The public controversy surrounding VDT use has had the negative effect of overstating the concerns of VDT users and often understating efforts to address those concerns," she said. "Yet, this public discussion has a positive side. It has increased awareness of potential problems, and this awareness is resulting in improved effective use of video displays."

A paper on developing a trade union strategy on VDT ergonomics was presented by David J. Eisen, director of research and information for The Newspaper Guild, and David LeGrande, health and safety director of the Communications Workers of America.

"The most significant development at the conference from our viewpoint was a statement adopted by 36 trade union representatives from eight countries calling for the development and installation of protection against the magnetic field of Very Low Frequency radiation from VDTs," Eisen said.

"This statement was agreed upon in the light of reports submitted to the conference showing fetal damage to laboratory animals from VLF magnetic field emissions, in one case duplicating typical radiation from VDTs," he added.

Eisen said the union statement pointed out that Swedish scientists have recommended such protection and that Scandinavian manufacturers "have already developed great reduction of such emissions by a device employing countervailing fields. The device involves wire coils attached to the yoke (neck) of the tube, which generates emissions that block magnetic field emissions."

The statement "also called for accelerated research and the universal right of pregnant operators to transfer to other work," Eisen said. He noted that conference reports on epidemiological studies of VDT operators, "while subject to conflicting evaluations and interpretations, showed some evidence of higher birth abnormalities among operators. The trade union representatives were not saying that VDTs are an established pregnancy hazard, only that until the final evidence is in, minimal and inexpensive precautionary measures must be taken."

Ross of COT said that epidemiological reports from Canada, Sweden, Finland and Norway "all found VDTs to be safe for pregnant workers." She said a report on a Swedish study of laboratory mice "was very encouraging because the new data showed no statistical significance."

Another attendee, Deborah S. Meyer, public information director for 9 to 5, the National Association of Working Women, said, "We left feeling there is still a lot of controversy over whether VDTs affect pregnancy. Those questions are still very much alive. On the other hand, there is agreement on other questions, such as the fact that intensive use can cause stress and that work breaks alleviate that stress."

Prior to the Stockholm symposium, an environmental safety specialist told the annual meeting of the Bethesda, Md.-based National Council on Radiation Protection and Measurements that radiation emissions from VDTs are within the safe range.

George M. Wilkening, director of environmental health at AT&T Bell Laboratories in Murray Hill, N.J., said that the problems associated with VDTs appear to be related to job design and workplace ergonomics. (See story, p. 47.)

Wilkening is chairman of the council's Ad Hoc Group on Video Display Terminals, which has been evaluating existing scientific data on VDT emissions. On the question of safety for pregnant operators, Wilkening said the group reviewed data on so-called "clusters" of birth defects and found the occurrences were within statistical norms.

The chairman said the group agreed with a statement issued earlier this year by the National Swedish Board of Occupational Safety and Health that said preliminary results of experiments on mice were "statistically insignificant" [**presstime**, March 1986, p. 43].

Wilkening said additional evaluations of existing studies of VDTs should be made and experiments should be repeated "to make doubly sure" emissions are at safe levels. *—Clark Newsom*

REGULATORY NOTES

- The Senate May 22 confirmed John A. Pendergrass to **head the Occupational Safety and Health Administration**. Pendergrass, an industrial hygienist, was manager of hazards awareness products for 3M Co. The post has been vacant since July 1985.

- The Federal Communications Commission has granted Owosso Broadcasting Co. another extension of time, to March 1, 1987, to **sell either WOAP-AM-FM or The Argus-Press** in Owosso, Mich.

Owosso Broadcasting and 15 other co-located newspaper/broadcast combinations were ordered by the FCC to be broken up under its 1975 cross-ownership rules. According to the FCC, Owosso is the only one that has not yet complied [**presstime**, April 1980, p. 16].

Objections raised to Detroit JOA

By late May, the proposed joint operating arrangement between Detroit's two competing daily newspapers had prompted about a dozen comments to the Justice Department, most of them opposed to the plan.

Opposition comments include one from an official of the United Auto Workers union requesting that a hearing be held, three written by individuals using the letterhead of the Detroit Free Press and one from a non-daily newspaper in North Dakota.

The Free Press and The Detroit News formally submitted their JOA application May 9 to Attorney General Edwin Meese III [**presstime**, May 1986, p. 86].

At press time, the Justice Department had not yet published the announcement in the Federal Register that begins the official 30-day public comment period.

There have been two other recent developments relating to JOAs.

- A bill was introduced April 16 in the U.S. Senate to amend the Newspaper Preservation Act, the 1970 law that legalizes JOAs.

The measure is intended to eliminate "ambiguities" in the law that have had a "chilling effect" on the competitive practices of some JOA newspapers, said Donald B. Holbrook, lawyer for the Newspaper Agency Corp. of Salt Lake City. Questions have arisen over the involvement of JOA newspapers in electronic publishing and total-market-coverage programs.

S 2314 provides that the act may not be construed as prohibiting any activity by a JOA newspaper that lawfully could be engaged in by a non-JOA newspaper.

- Gov. George R. Ariyoshi April 22 signed into law a measure revoking Hawaii's version of the Newspaper Preservation Act.

The Honolulu Advertiser and the Honolulu Star-Bulletin are partners in a JOA. Curtis K. Uno, general counsel to the Hawaii Newspaper Agency, said the action will have no effect on that arrangement because the agency "continues to operate under the shelter of the federal Newspaper Preservation Act."

The state law, enacted in 1972, had been the frequent target of repeal attempts.

COURTS

2 libel countersuits pay off for newspapers

Two newspapers recently recovered money in libel countersuits.

A Charleston, W.Va., lawyer May 3 agreed to pay The Charleston Gazette $12,500 to settle a suit it had filed against him. The Gazette had charged Stanley Preiser with malicious prosecution and abuse of process after libel suits he filed against the paper on behalf of three former Charleston policemen were dropped [**presstime**, May 1985, p. 6].

Preiser also agreed to drop a $13-million lawsuit he filed in U.S. District Court against the Gazette and Publisher W.E. Chilton III over an editorial.

In the second case, a county judge April 9 ordered Morton R. Shankman, a former New York lawyer, to pay $25,000 in attorneys' fees and $97 in court costs to The Sun-Tattler of Hollywood, Fla.

The newspaper had moved to recover the costs after a circuit judge dismissed a $1-million libel suit filed by Shankman against the paper and a former reporter.

COURT BRIEFS

- A Massachusetts Superior Court judge **dismissed a $3.6-million libel suit** filed by former Massachusetts Gov. Edward J. King against The Boston Globe.

In granting the newspaper's motion for summary judgment, Judge James P. Lynch said April 30 that six of the seven items at issue—an editorial, three editorial cartoons and two columns—were constitutionally protected opinion. He said the seventh item, an article, contained a false statement but was not defamatory.

- An **antitrust suit** filed by three current or former subscribers against the Daily Sun of Lewiston, Maine, was **dismissed** April 10 by agreement of the parties.

The individuals had claimed that inclusion of a new Sunday edition in the weekly home-delivery subscription price was an illegal tying arrangement [**presstime**, Sept. 1985, p. 36].

LEGISLATION

How tax bill would affect newspapers

The massive tax overhaul bill expected to be considered by the Senate early this month has a number of provisions of interest to newspaper executives. For the most part, however, the bill does not single out newspapers for special treatment.

Among other things, the measure approved May 7 by the Senate Finance Committee would:

- Repeal the investment tax credit
- Change the accelerated cost-recovery system
- Reduce from 100 percent to 80 percent the portion of business meal and entertainment expenses that can be deducted
- Make several changes in employee benefits, including: reinstatement of exclusions for employer-provided educational assistance and group legal services; requirement that participants in an employer-sponsored pension plan be fully vested within five years; and termination of tax-deductible Individual Retirement Account investments except for employees not covered by a pension plan.

Although the bill does not limit deductibility of advertising expenses, Martin Casey, ANPA manager/government and international affairs, cautioned that the controversial proposal could resurface [**presstime**, April 1986, p. 46].

"When the Senate considers tax reform, people who want to preserve some element of current tax law will be grasping for anything which would raise the money necessary to pay for their amendment," he said. "Someone might think of denying a portion of deductions for advertising expenses."

Neither the Senate Finance Committee bill nor the tax bill passed by the House of Representatives last year would amortize newspaper deductions for circulation expenses. Several of the tax-revision bills introduced last year included such a provision.

The Senate committee bill would permit the Houston Endowment to retain ownership of the Houston Chronicle. The endowment currently is under a 1989 deadline to divest 50 percent of its holdings in the paper, pursuant to a 1969 law [**presstime**, Aug. 1984, p. 38].

FCC gives Bell companies open line to offer new services

The recent decision of the Federal Communications Commission to allow regional Bell telephone companies to offer new services without having to set up separate subsidiaries has provoked a wealth of comment.

The FCC's May 15 ruling, on a 4-0 vote, means the phone companies eventually will be able to offer such electronic services as voice-message storage systems and fire alarms through the telephone.

In following its path toward total deregulation of the telephone system, however, the FCC appears to be on a collision course with federal Judge Harold H. Greene, who presided over the court case resulting in the breakup of the Bell system on Jan. 1, 1984. Greene requires the Bell regionals to file separate requests for each new service they wish to offer. Without his approval, any new "enhanced" systems approved by the FCC could not proceed.

FCC Chairman Mark S. Fowler said the relaxation of the separate-subsidiary requirement will open up numerous new technological services to telephone users, "all for pennies a day." But others, including ANPA, have argued that the Bell companies will be tempted to subsidize their new services at the expense of competing companies unless proper safeguards are in place.

ANPA experts are analyzing the FCC's action and its possible implications for the provision in the divestiture consent decree that bars the regionals indefinitely from offering information services over their own lines.

The new rules are not scheduled to go into effect until Feb. 1, 1988, by which time the phone companies will have to adopt new accounting rules and provide equal access to other firms to assure that the new services are not being subsidized. The FCC said, however, it may approve specific "enhanced" services before then. ☐

IPI receives mixed report on freedom

Despite evidence of increasing press freedom in some countries, the 35th General Assembly of the International Press Institute in Vienna, Austria, in May heard warnings of harsh restrictions in others.

Desmond Tutu, 1984 Nobel Laureate and recently designated Anglican archbishop of Cape Town, charged in his keynote address that the South African press had "sold its soul" for financial gain. He said members of the press accepted government restrictions on reporting about racial unrest and probable changes in the country's segregation policy of apartheid.

A notable exception, he said, is Anthony Heard, editor of the Cape Times who in late May received the Golden Pen of Freedom award at the 39th Congress of the International Federation of Newspaper Publishers in Lisbon, Portugal [**presstime**, March 1986, p. 45].

Attracting particular interest at the IPI meeting was a panel session on the "right of reply," which has become a controversial issue in many countries. In the Western Hemisphere, government requirements that newspapers provide "right of reply" to people angered by press coverage are before the Inter-American Court of Human Rights [**presstime**, Feb. 1986, p. 39].

One of IPI's six resolutions warned that "there can be serious dangers in such laws."

Other resolutions criticized the Soviet Union for withholding news on the nuclear accident at Chernobyl and South Africa for press "harassment."

Noting positive developments, IPI lauded both the "landmark" decision of the Inter-American court against licensing of journalists and the recent progress toward press freedom in many Latin American countries.

Juan Luis Cebrian, editor of El Pais in Madrid, Spain, was elected new IPI chairman. He succeeded Richard H. Leonard, who recently retired as editor of The Milwaukee Journal.

Also elected were three new vice chairmen: David Laventhol, senior vice president of The Times Mirror Co. and chairman of Newsday, Trygve Ramberg, editor of Aftenposten in Oslo, Norway, and Yosoji Kobayashi, president of Yomuri Shimbun in Tokyo. ☐

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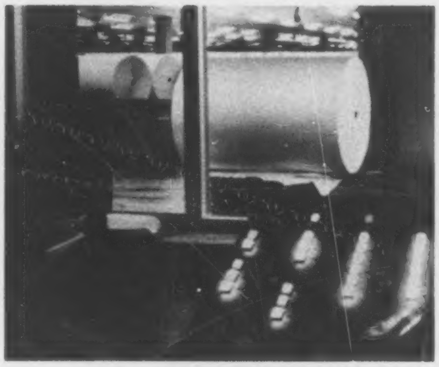

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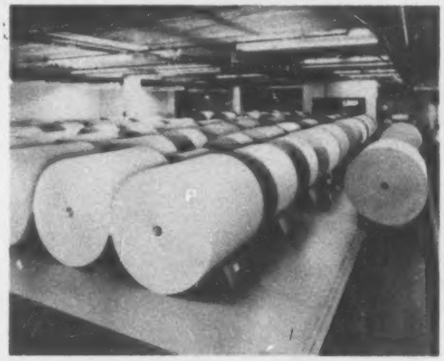

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Many newspapers seem willing to accept new ad locations

How many newspaper executives would accept vertical ads on both sides of a page, with copy sandwiched in the middle?

According to preliminary results of a recent survey, 85 percent of publishers, 76 percent of ad directors and 71 percent of editors at U.S. dailies would accept such a configuration.

The Pricing and Positioning Task Force of the Future of Advertising Committee, which conducted the survey, is still tabulating the complete results. The task force is planning to throw its support behind new ad positions acceptable to most news executives, said Chairman Jerome Tilis.

The effort at increasing flexibility in the positioning of advertisements is a response to increasing demands of advertisers that newspapers be more creative in their approach to ad placement [presstime, Nov. 1985, p. 29].

"We will try to identify those positions that stand the greatest likelihood of, if not universal, at least very broad support," said Tilis, president of the Detroit Free Press. "Then we would propose to start a sales effort using these new positions."

To give news executives an idea of how different configurations might look in their newspapers, task force member Michael J. Davies, publisher and editor of The Hartford Courant, had a 12-page mock-up—illustrating 12 of 27 possible positions—distributed with the questionnaire.

Publishers and the top news and ad executives were polled on whether they were: (1) already using each new position, (2) haven't used it but would be willing to, (3) might accept it under certain conditions, or (4) would not be willing to consider it.

"Quite surprisingly, there was more of an agreement than we anticipated," said Uldis Grava, vice president and director of marketing services of the Newspaper Advertising Bureau, who is overseeing the survey for the task force. "We thought the editorial people would be dead set against 'island' positions and so on, but everybody was willing to look at the picture as a whole, not just their self interest."

For example, figures released so far also show that:

- 77 percent of publishers and ad directors and 67 percent of editors would consider small ads in the middle of the stock tables
- 80 percent of publishers, 75 percent of ad directors and 71 percent of editors would consider reserving a quarter-page spot on the first page of the business section for a particular advertiser
- 65 percent of publishers, 68 percent of ad directors and 41 percent of editors would consider an "island" position on page 3.

"The main point is that the newspaper business is finally ready to talk about a lot of ideas that might have been rejected out of hand a few years ago and that advertisers might find exciting," said Tilis. ☐

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Advo purchase offer clouded by lawsuit of rival bidder

A New York investment firm has agreed to buy what was described as a controlling interest in Advo-System Inc. from John Blair & Co.

Blair said that after the $10-million transaction, which could occur in early July, it will distribute the remaining Advo equity in the form of stock to shareholders.

The agreement calls for sale of what Blair called one-sixth of the equity in Advo to Warburg, Pincus Capital Partners, a limited partnership. This 16.7-percent share was called "controlling" because under the agreement, Warburg, Pincus would own Advo's preferred stock and would be entitled to elect a majority of the Advo Board of Directors.

A Warburg, Pincus spokesman said day-to-day operation of the direct-mail firm "will remain in the hands of [Advo's] present management."

But there is a cloud over the deal in the form of a lawsuit filed by another company that wants to buy all of Blair's assets. Macfadden Holdings Inc., which in April offered to buy Blair & Co. for $287.5 million, filed its suit in Delaware Chancery Court to block the Warburg, Pincus deal.

In making its bid for Blair, Macfadden said it planned to sell off Advo to another party [presstime, May 1986, p. 59].

Blair opposed the Macfadden offer, telling stockholders it did not represent the company's current market value, especially as pertains to Advo. Blair President Jack W. Fritz said Advo is worth "tens of millions of dollars," while the Macfadden offer called for selling Advo "for the ridiculous sum of $100,000."

Blair said it will "vigorously oppose" the lawsuit.

"We remain committed to maximizing the value of Advo for our stockholders," Fritz said. The Warburg, Pincus sale and distribution of the remainder of Advo are "the best way to achieve this," he added.

The Warburg, Pincus spokesman said his organization has major holdings in various large and small firms. One of them is SFN Companies Inc. of Glenview, Ill., a holding company for a number of publishing and communications firms including the educational publisher Scott, Foresman & Co.

Blair officials said they are continuing to explore "alternative transactions with several interested parties for the remainder of Blair so as to maximize the value for Blair's stockholders." ☐

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Ad-agency mergers will affect newspapers

BY CRAIG C. STANDEN

What will the current wave of advertising agency mega-mergers mean to newspapers? Before gazing into a *very* clouded crystal ball, let's start with some background.

The first thing to remember is that the agency mergers are a response to the wave of mergers that have taken place and continue to take place among their clients—both in American business and in businesses around the Free World—and to the growth of multinational companies.

Craig C. Standen

In the United States alone, three billion-dollar-plus advertisers—Procter & Gamble, RJR Nabisco and Philip Morris—account for approximately 10 percent of national consumer advertising. Today's Philip Morris combines in one company what used to be four large corporations, each a major advertiser: Philip Morris (Marlboro, Virginia Slims and other tobacco brands), Miller Beer, Seven-Up, and General Foods (Maxwell House, Post cereals plus two dozen other well-known brands). P&G and RJR Nabisco are just as diversified in the range and variety of their products.

Companies like these tend to consolidate their advertising in a small number of agencies—and they want their agencies to be just as big and diversified as they themselves are. Accordingly, agencies have been getting bigger—partly by internal growth but mostly by merger and acquisition—so as to offer clients a complete list of services to match their needs in marketing, advertising, media buying, direct marketing, research, public relations and sales promotion.

On a global scale, the growth of large multinational companies has fostered the growth of large international ad agencies. Many of these giant companies want to use a single-minded marketing strategy for each product all over the world, and an easy way to do this is to use the same ad agency all over the world.

So, what effect will these giant advertisers and giant agencies have on newspapers and newspaper advertising?

We've never had to deal with a $7.5-billion agency before, and there will almost certainly be some unforeseen fallout from these mega-mergers. But here are some things that might happen.

1. Account changes. Some of what "falls out" will be accounts, big accounts. They will leave the mega-agencies because of conflicts with other advertisers in the same product or service categories.

The Colgate-Palmolive-Peet Co. was one of Ted Bates' original accounts when the agency was founded in 1940. Last year, Colgate spent about $100 million through Bates and its subsidiaries, but now that Bates has been acquired by Saatchi & Saatchi (a Procter & Gamble agency), Colgate is expected to take these billings to other agenices.

When BBDO merged with Doyle Dane Bernbach and Needham Harper Worldwide to form a $5-billion super-agency, BBDO resigned the $80-million Stroh's Beer account so that the new combined agency could keep Needham's Anheuser-Busch beer business.

For newspapers, these shifts in major accounts and reorganizations of agency media departments will in many cases mean the end of long-established relationships between the newspapers' sales organizations and the people who do the media planning and buying for advertisers and their agencies.

Newspapers and their national sales organizations will have to work extra-hard to establish similar strong relationships with the new buyers and planners. And they will find media decision makers harder to reach.

2. More concentrated media decision-making. The 1984 NAB report, "Advertising's Next Quarter Century," predicted that by 1997, 10 international superagencies would place 25 percent of all world advertising billings. We've already passed that percentage in only two years. With the most recent mergers, the top 10 agencies will account for approximately 35 percent of worldwide billings—and the top 10 domestic agencies will account for almost half of all U.S. agency billings.

That is a telling fact, one which will make our newspaper selling job more difficult.

As the bureau's Leo Bogart said at the recent ANPA Convention in San Francisco, "We have a smaller number of significant targets, ensconced behind corporate battlements that are harder and harder to penetrate. The guardians at the gates of the packaged goods empires have grown up with TV, and their hides have been hardened into armor plating that protects them from any new ideas about media."

Reaching and influencing these increasingly hard-to-reach agency and advertiser people, at higher and higher levels within their companies, are problems being attacked from several different angles by the Future of Advertising Project [**presstime**, May 1986, p. 50]. They certainly are problems we must solve if we are going to accomplish our goal of increasing newspapers' share of national advertising.

3. More pressure on advertising rates. As major advertisers become larger and larger, and as they concentrate more and more of their dollars in a few big agencies, we can expect to see more pressure on media advertising rates.

General Motors, which spent more than $700 million in media advertising last year, recently hired a top agency media director and put him in charge of the company's media operations. Part of his job is to increase GM's advertising efficiency by reducing the company's media costs.

One way GM is doing this is by buying media on a corporate basis, where the company can negotiate a single "buy" for all its product lines no matter what agencies are involved. The company is saying, in effect, "If we agree to buy advertising for several of our cars in a number of your publications, or on a number of your programs, what will you do for us in return?"

Because General Motors wants to be able to plan its marketing activities over a two- to three-year period, the company is interested not only in obtaining the most advertising for its $700 million but also in getting a long-term commitment on price stability from the media.

Similarly, RJR Nabisco does all its print media planning and buying internally, and recently it moved all its broadcast planning and buying to Ohlmeyer Communications, a subsidiary of Nabisco.

This trend is almost certain to accelerate in the next couple of years, and we can expect growing pressure from these major advertisers on our rates—especially on the differential between our national and local rates.

It's too early to tell in what other ways newspapers will be affected by the agency consolidations, but these three are pretty good bets. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

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Advertising

Ad invoice standardization advances . . .

Nearly two years after the U.S. newspaper business voluntarily adopted the expanded Standard Advertising Unit system, or SAU®, it is on the brink of another round of standardization. A Standard Advertising Invoice, or SAI, was endorsed May 17 by the board of directors of the International Newspaper Financial Executives.

The SAI form was developed by INFE's Advertising Liaison Committee [presstime, March 1986, p. 51]. According to Chairman Donald W. Kearney Jr., the next step is for representatives of INFE and other industry organizations to work with the Newspaper Advertising Bureau's Future of Advertising Committee to decide upon a "reasonable implementation date."

In addition, INFE will develop promotional literature on the SAI similar to that distributed prior to the implementation of the SAU system, said Kearney, assistant controller of The New York Times.

The invoice approved by INFE contains 29 standard elements. Each is numbered on the face of the form and described on the back. Newspapers will have the option of using a horizontal or a vertical format, Kearney said. They also may add elements, so long as the SAI numbering system is not changed, he said.

According to INFE, the standard invoice is designed to make it easier for advertisers and ad agencies to make multi-market newspaper buys.

. . . As does standardization of research guidelines

Standardization received yet another boost with the May announcement of standardized retail research guidelines.

Two years in the making, the guidelines were developed in response to requests from the National Retail Merchants Association that newspapers simplify and standardize their retail research.

The agreement was worked out between NRMA and the International Newspaper Advertising and Marketing Executives.

Also participating in developing the guidelines was the Newspaper Research Council [presstime, May 1986, p. 67]. ☐

Postal

TMC rules change

With restrictive new postal rules on the way, many daily newspapers that mail total-market-coverage publications second-class are busy changing their delivery methods. The new rules, effective June 8, require that the publications have a separate mailing permit.

Some newspapers had been mailing non-subscriber issues under the same permit used for their regular, paid issues. Because many of the non-subscriber copies by themselves cannot qualify for a separate permit, they will be disallowed from second-class service.

ANPA Assistant General Counsel Tonda F. Rush said newspapers are reacting to the problem in diverse ways.

Some are shifting to third-class delivery. Some are going to a carrier system. Some are using a postal rule whereby a publication becomes eligible for second-class mail if more than half of its recipients have "requested" it. Some even are trying to restructure their TMC programs so as to qualify under the revised second-class regulations.

No matter which route they choose, there are high hurdles.

Third-class mail is out of the question for some newspapers because of size restrictions. Current regulations allow a maximum size of 11½-by-13½-by-¾ inches for each piece, which is smaller than many newspapers can accommodate. ANPA has asked USPS to change the size restrictions, and Rush said changes may be in the offing—but likely not in time to meet the June 8 deadline.

Another problem is that third-class generally is more expensive than second-class. Robert D. Fairchild, business manager of The Spokesman-Review and Spokane Chronicle, said that to mail two recent issues of his newspapers' TMC publication, third-class would have increased costs 46 percent one time and 61 percent the other. Fairchild said they will use third-class service only until fall, when a carrier system will be launched.

USPS changed the rules at the urging of Advo-System Inc., the direct-mail firm against which many daily newspapers compete for advertising preprints. ANPA's appeal of the Postal Service action is pending in the 4th U.S. Circuit Court of Appeals, Richmond, Va. [presstime, May 1986, p. 64]. ☐

State and Local

Legislatures place limits on libel suits

Washington has become the first state to place a cap on libel awards. The Vermont legislature has passed a bill aimed at limiting frivolous libel suits, and a similar bill may be passed in Oklahoma this month.

The Washington law, which becomes effective June 11, limits the non-economic damages a libel plaintiff can recover for "injury to reputation and humiliation" by applying a formula that takes into account the person's life expectancy and the state's annual average wage.

While defamation actions are not specifically mentioned in the law, the Senate defeated a floor amendment that would have specifically exempted actions in libel or slander. "It's going to be interesting to see what happens to Washington's new cap on damages, particularly when that cap is applied to defamation," said Paul R. Conrad, executive director of Allied Daily Newspapers in Tacoma. Conrad said the law "is likely to be challenged in the next session of the legislature or in the courts."

Some newspaper executives have been calling for the enactment of such legislation [presstime, April 1986, p. 9].

In Vermont, the approved legislation would allow courts to award costs and "reasonable" attorney's fees to prevailing defendants in a defamation suit if a court finds the action was "frivolous and without merit." The bill was awaiting the governor's signature in late May.

In Oklahoma, Ben Blackstock, executive vice president of the state press association, said he is "optimistic" the legislature will pass a bill before adjourning June 12 to limit punitive damages and allow the prevailing party in a libel suit to collect up to $10,000 in legal expenses [presstime, April 1986, p. 36]. The limit on punitive damages would not exceed 50 percent of actual damages. The cap could be lifted if the plaintiff proved by clear and convincing evidence there had been "wanton and reckless disregard" by the defendant.

In a related development, Georgia has enacted a law effective July 1 that extends the time period for publishing a retraction from three days to seven days. If a defendant complies with a written request for a retraction, the plaintiff is not entitled to punitive damages. ☐

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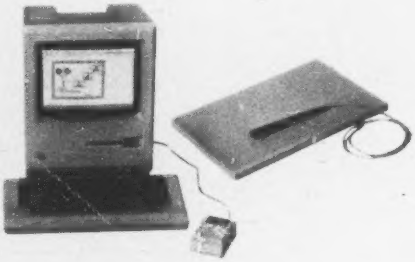

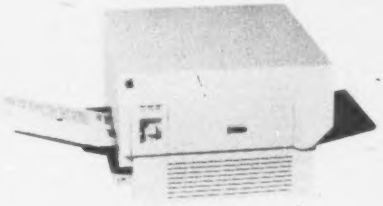

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- Concept drives the LaserWriter at 216 lines of typeset text per minute. Effective throughput speed is even faster, as there is no film development or drying time.
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Editorial Networks

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21 dailies cited for best driving records

Twenty-one U.S. and Canadian daily newspapers were named award winners for the best 1985 safety records of their newspaper delivery vehicles in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

The awards are made to the three newspapers with the best safety records, based on miles traveled, in each of seven divisions.

In addition, a Certificate of Merit is presented to each newspaper that had no reportable accidents during the year.

The 619 newspapers participating in the 1985 campaign operated 12,429 vehicles a total of 279,509,390 miles and achieved an accident rate of 1.52 per 100,000 miles.

During the 45-year history of the campaign, participating newspapers have recorded more than 8 billion miles of driving and experienced an overall accident rate of only 1.73 per 100,000 miles. The campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for vehicles used in newspaper delivery [presstime, June 1985, p. 82].

Winners for 1985, being notified by letter, were:

Private motor carrier division

Group A: Newspapers with daily circulation up to 20,000; 65 newspapers operated 241 vehicles 3,938,046 miles with 50 accidents.

- First place: **Agana (Guam) Pacific Daily News** operated 13 vehicles 230,547 miles without an accident.
- Second place: **Ironwood (Mich.) Daily Globe** operated five vehicles 191,650 miles without an accident.
- Third place: **Canon City (Colo.) Daily Record** operated 12 vehicles 112,320 miles without an accident.

Group B: Newspapers with daily circulation 20,001 to 50,000; 134 newspapers operated 1,044 vehicles 21,484,474 miles with 317 accidents.

- First place: **Pasadena (Calif.) Star-News** operated 17 vehicles 943,076 miles without an accident.
- Second place: **Casper (Wyo.) Star-Tribune** operated six vehicles 577,380 miles without an accident.
- Third place: **Joplin (Mo.) Globe** operated nine vehicles 314,870 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000; 66 newspapers operated 687 vehicles 15,503,708 miles with 365 accidents.

- First place: **Lubbock (Texas) Avalanche-Journal** operated 20 vehicles 789,620 miles without an accident.
- Second place: **Fayetteville (N.C.) Observer and Times** operated eight vehicles 224,601 miles without an accident.
- Third place: **Saint John (New Brunswick) Telegram-Journal and Evening Times-Globe** operated nine vehicles 197,110 miles with one accident.

Group D: Newspapers with daily circulation in excess of 100,000; 197 newspapers operated 6,211 vehicles 139,403,412 miles with 3,236 accidents.

- First place: **Houston Chronicle** operated 22 vehicles 1,499,299 miles with two accidents.
- Second place: **Orlando (Fla.) Sentinel** operated 30 vehicles 1,175,849 miles with two accidents.
- Third place: **Toronto Globe and Mail** operated 11 vehicles 460,776 miles with one accident.

Contract motor carrier division

Group A: Newspapers with daily circulation up to 25,000; 99 newspapers operated 1,439 vehicles 26,169,785 miles with 51 accidents.

- First place: **Wausau (Wis.) Daily Herald** operated 24 vehicles 883,222 miles without an accident.
- Second place: **Marion (Ind.) Chronicle Tribune** operated nine vehicles 830,807 miles without an accident.
- Third place: **Lufkin (Texas) Daily News** operated 37 vehicles 809,048 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000; 81 newspapers operated 1,815 vehicles 41,723,686 miles with 57 accidents.

- First place: **Alexandria (La.) Daily Town Talk** operated 116 vehicles 2,405,676 miles without an accident.
- Second place: **Rockford (Ill.) Register Star** operated 99 vehicles 2,368,112 miles without an accident.
- Third place: **Muncie (Ind.) Star and Evening Press** operated 78 vehicles 1,999,243 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000; 35 newspapers operated 992 vehicles 31,286,279 miles with 184 accidents.

- First place: **Flint (Mich.) Journal** operated 45 vehicles 1,153,818 miles without an accident.
- Second place: **Houston Post** operated 12 vehicles 922,838 miles without an accident.
- Third place: **Lancaster (Pa.) Intelligencer Journal and New Era** operated 64 vehicles 850,700 miles without an accident. ☐

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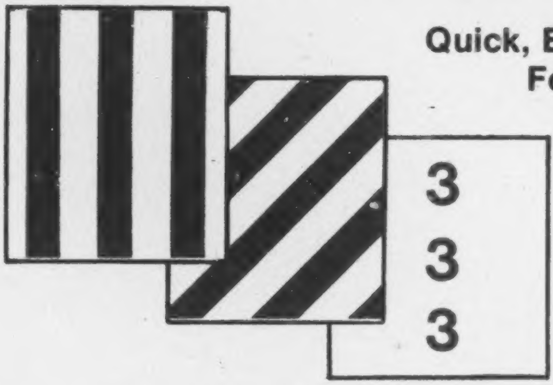

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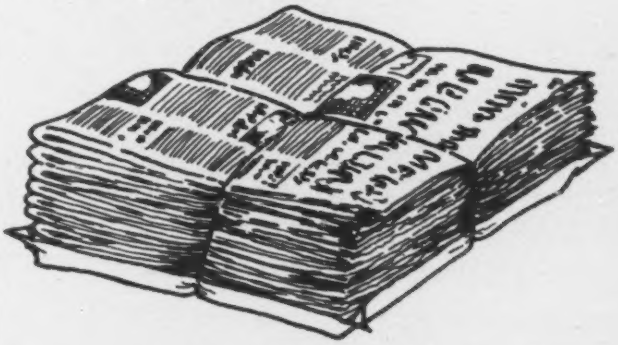

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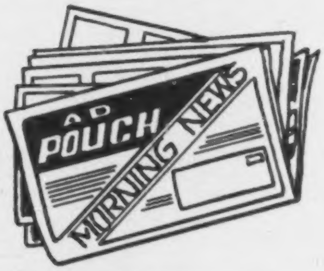

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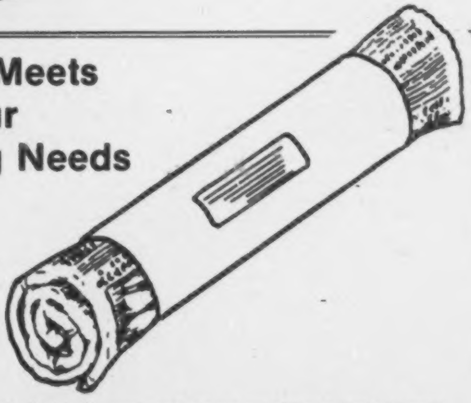

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U.S. lashes out against intelligence stories, leaks

The Reagan administration in May stepped up its attack against the press for publishing sensitive government information and against government officials for leaking such information to the press.

William J. Casey

In late May, White House spokesman Larry M. Speakes said the Central Intelligence Agency was reviewing a story carried May 21 in The Washington Post about the activities of Ronald W. Pelton, a former employee of the National Security Agency who is on trial in Baltimore for espionage.

In its story, the Post said William J. Casey, director of central intelligence, had threatened to seek prosecution of the newspaper if it published an earlier version of the story, scheduled for publication May 4. The Post also said President Reagan had telephoned Katharine Graham, chairman of The Washington Post Co., urging that the story not be carried.

The story was postponed until May 21, and Executive Editor Benjamn C. Bradlee was quoted as saying the Post had decided to withhold some information.

At press time, neither the Post nor the CIA would comment on the agency's review of the Post's story.

However, on May 19, Casey said he had asked the Justice Department to investigate an NBC News broadcast about Pelton's activities. He charged that statements made in the broadcast, "if true," violated a 1950 federal law against publishing classified information concerning U.S. communications intelligence activities.

A Justice Department spokesman said the agency's Criminal Division is studying the issue. The 1950 law to which Casey referred has never been used to prosecute the press.

Tensions between the press and the administration began to escalate early in the month when Casey discussed with the Justice Department the possibility of prosecuting, apparently under the same federal statute, five news organizations—The New York Times, The Washington Post, The Washington Times, Time and Newsweek.

Casey specifically objected to reporting on U.S. intelligence interception of communications between Tripoli and the Libyan diplomatic mission in East Berlin.

The press was not the only target in the administration's attack on unauthorized disclosure of government information. On May 16, State Department speech writer Spencer C. Warren was fired, reportedly for leaking a classified diplomatic cable to the press. His was the second such firing recently. In late April, Michael E. Pillsbury, an assistant undersecretary of defense, was fired after being suspected of leaking information to the press on an administration plan to provide Stinger missiles to Angolan and Afghan rebels. ☐

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Next round coming up in selection of space journalist

A 15-member national selection panel will begin work "no sooner than this fall" to select five finalists from 40 regional nominees competing to be the first journalist in space, said Jack Bass, a spokesman for the Journalist-in-Space Project.

The last of the 40 nominees selected by five regional panels of working journalists and representatives of the Association of Schools of Journalism and Mass Communication were named May 14.

Meanwhile, ANPA has urged the President's Commission on the Space Shuttle Accident to use "caution" in considering any recommendation to President Reagan that the civilian-in-space program be ended or suspended.

In a May 16 letter to commission Chairman William P. Rogers, ANPA Executive Vice President Jerry W. Friedheim said, "We are interested in preserving the ability of American journalists to be in and to report from space on the shuttle, from future space stations and in whatever other ways may evolve.

"Even if the nation's space activities are essentially 'government' activities, civilian journalists should not be precluded from reporting to the public from space any more than they are precluded from reporting on earth-bound government activities."

The first journalist in space and a backup will be selected from the five finalists by officials of the National Aeronautics and Space Administration [presstime, March 1986, p. 51].

The Journalist-in-Space Project is part of NASA's Space Flight Participant Program. ☐

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"We don't get bylines like editorial people," observes Brad Martin, a Kansas City technician whose job is to help keep The Associated Press news and photo reports moving to members. "The recognition comes from your co-workers and the members who depend on you."

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AP pioneered the use of modern technology in the news business. It was the first to use computers and video terminals to send news. It was the first to send laser-scanned pictures and the first to own a satellite transponder. Its research and development staff in East Brunswick, N.J., continues work on more "firsts."

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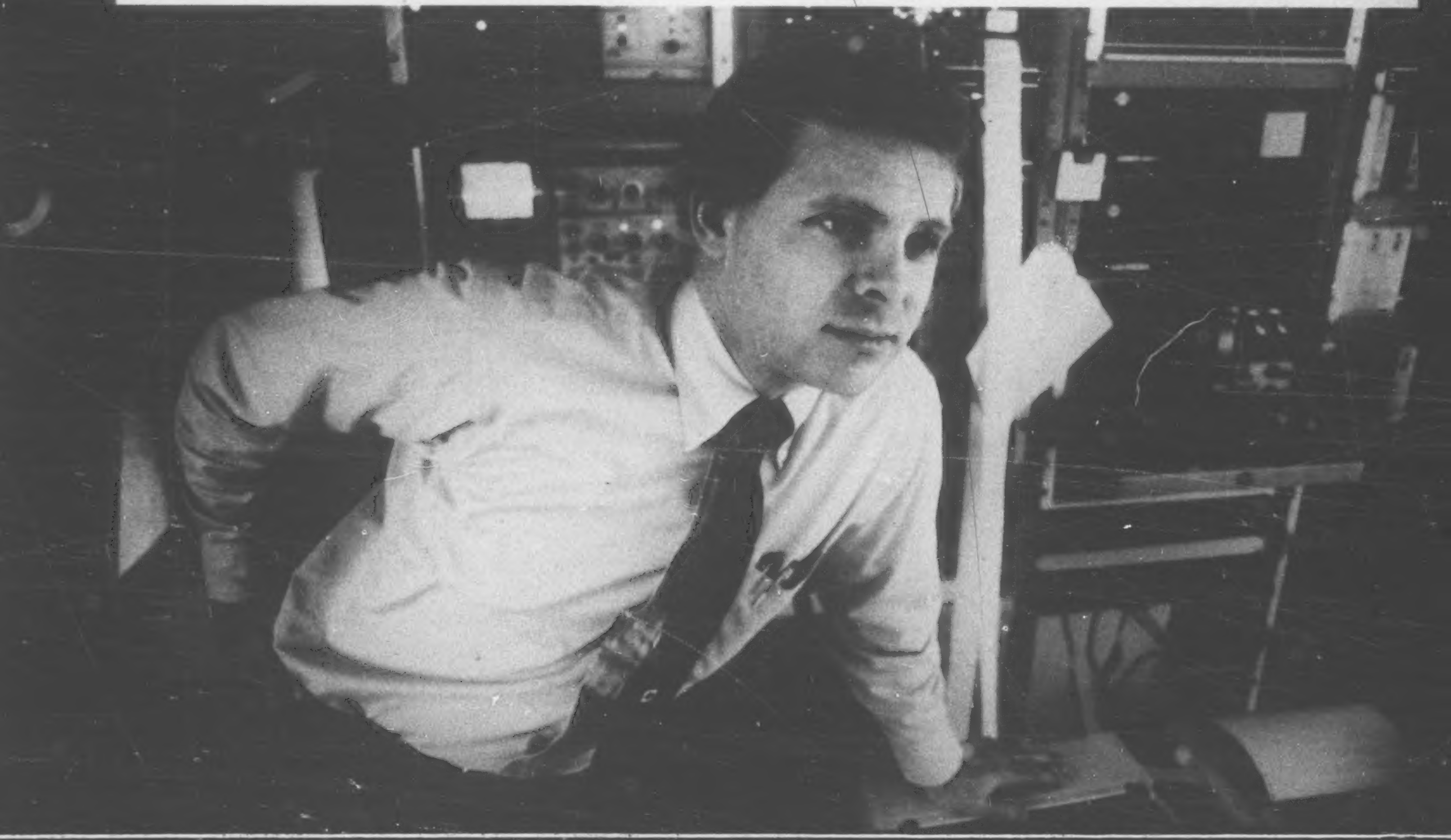

Brad Martin at his home base in the Kansas City bureau

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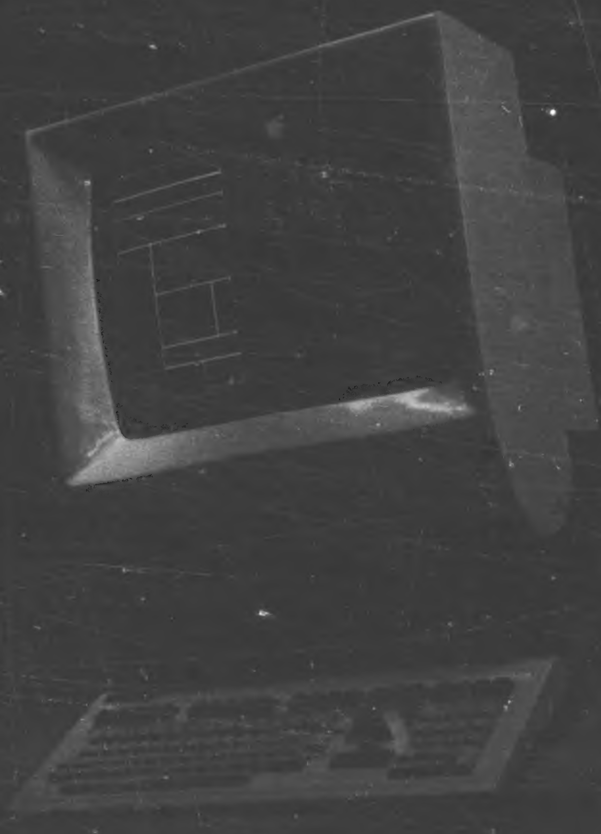

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Disasters prompt flood of media calls to scientist referral service

When disaster struck the space shuttle Challenger in January and a Soviet nuclear power plant in May, the media faced a common problem—lack of reliable, timely information.

Many journalists adopted the same solution: They called the Media Resource Service of the Scientists' Institute for Public Information.

Normally receiving about 50 calls a week on a variety of topics, the switchboard of the New York-based center was swamped within minutes of the first alerts, with journalists seeking sources of information.

MRS is so pleased with its success that it is taking the service on the road with a series of seminars in an effort to expand its use even further.

In the first week after Chernobyl, MRS fielded 127 calls, up from the previous record of 97 after the Challenger explosion and the earlier record of 84 after the Union Carbide chemical leak in Bhopal, India.

MRS was established in 1980 to improve the quality of reporting on science and technology. Operating like a hotline, the service has on file the names of more than 20,000 experts in science, technology and medicine. Journalists who call are not given information on their topics but are referred to expert sources [presstime, Dec. 1985, p. 8].

Although about half of the calls immediately following the major disasters were from television reporters on deadline, more than half of regular MRS users worked for newspapers.

In addition to improving the quality of science reporting, the service appears to have improved the image of the press among scientists.

A 1985 survey shows that of 200 scientists returning a questionnaire about stories for which they had been interviewed, 85 percent said the information had been reported accurately. Eighty-nine percent said the interview "was of help to the public in understanding science/technology."

The scientists rated as "excellent" 61 percent of the stories for which they were interviewed, and they said 21 percent were "good."

In 1985 and early 1986, one third of journalists' questions concerned health and medicine. Twenty percent of the calls were on environmental issues and nearly 10 percent on social science and psychology.

Other areas in which help was sought included: life sciences, high technology, energy, agriculture, military technology and national security, natural disasters, and weather.

Over the past few years, MRS officials have noticed a shift in the types of experts requested.

"We still get a lot of calls on medicine and chemicals," said Director Fred Jerome, "but there has definitely been an increase in the broadened scope of science." This includes applications of science and technology in such areas as national security, criminology, computers, medical ethics, energy policy, and child health and development.

Last month, MRS launched the first of what is planned as a series of seminars for journalists through state and regional press associations. A panel of experts sponsored by the Texas Daily Press Association May 15 focused on Acquired Immune Deficiency Syndrome (AIDS) and the proposed Strategic Defense Initiative, also known as "Star Wars." Topics are expected to vary at other times with other groups.

The Media Resource Service chooses panelists representing diverse points of view. The host group selects the topics, which are expected to vary. The seminars are funded by a grant from the National Science Foundation. A parallel series for journalists working for radio or television stations is funded by the Carnegie Foundation.

State or regional associations interested in such programs should contact Jerome or Diane Jukofsky at MRS, 355 Lexington Ave., New York, N.Y. 10017; (800) 223-1730 or (212) 661-9110. ☐

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Accrediting council opens up

The Accrediting Council on Education in Journalism and Mass Communications has taken a preliminary vote to open more of its deliberations to the press and public. Currently, ACEJMC closes its meetings when discussing whether to accredit individual schools.

The council also is addressing issues concerning its composition, financial support and curriculum standards for journalism students.

At the organization's semiannual meeting April 20-21 in San Francisco, ACEJMC President Joseph W. Shoquist called for more openness. "It's always bothered me that this journalistic group has found it necessary to conduct any of its business in private," said Shoquist, new dean of the College of Journalism at the University of South Carolina and former managing editor-special projects of The Milwaukee Journal.

John M. Lavine

Joseph W. Shoquist

The council put off final action on the issue until its October meeting in Chicago. This will allow consultation with the U.S. Department of Education and the Council on Postsecondary Accreditation, both of which recognize ACEJMC as the accrediting agency for journalism programs at U.S. colleges.

ACEJMC currently has petitions for re-recognition pending before the two bodies. DOE's National Advisory Committee on Accreditation and Institutional Eligibility will hear ACEJMC's petition Sept. 22-23 in Washington, D.C. COPA will have its hearing Sept. 29 in Chicago.

Shoquist predicted the accrediting council will retain its recognition. When last reviewed by DOE in 1983, ACEJMC was granted a less-than-full term of recognition and had to change several of its procedures after a challenge by Boston University. Shoquist said he knows of no challenge coming up this year.

However, in what was his last council meeting as presiding officer, Shoquist said the organization has some serious matters to resolve, particularly its composition.

With the exception of three public members, ACEJMC members are organizations of journalism professionals and educators. The council has been criticized in some quarters as being dominated by newspaper interests. Half of the council's 20 member organizations on the professional side are newspaper-oriented.

"Given the state of journalism education today, in which about 20 percent of the students are in news-editorial, and the state of the media, in which newspapers are only one element out of many media, I don't believe the council can continue to justify the kind of makeup we have," Shoquist said.

At the meeting, the council heard a spokesman for the broadcast industry propose that membership be proportionate to the sequence enrollment in journalism and mass communication schools.

According to the latest enrollment survey conducted by Paul V. Peterson for the Association for Education in Journalism and Mass Communication, advertising sequences had the largest percentage of graduates in 1985, 20.4 percent, followed by news-editorial, 20.3; radio-TV general, 17.1; and public relations 12.8.

The council took no final action but agreed that Shoquist should appoint a committee to develop a plan for "proportionate" representation. In a subsequent interview, Shoquist said it will be up to that committee to determine whether to base a plan on sequence enrollment or some other measurement.

The question of restructuring has been a controversial one for some time. A previous proposal to reduce sharply the voting power of newspaper organizations was withdrawn after protests from the newspaper business.

The new committee will meet June 8-9 in Minneapolis and prepare a proposal for discussion at the Aug. 3-6 convention of AEJMC, a national organization of journalism educators.

"I don't believe the council can continue to justify the kind of makeup we have."

Shoquist named John M. Lavine, who represents Inland Daily Press Association, to head the committee. Lavine, publisher/editor of the Lavine Newspaper Group of Chippewa Falls, Wis., was elected new ACEJMC president at the meeting. Also elected were Vice President Walter Bunge, director of the School of Journalism at Ohio State University; and Treasurer Vernon A. Keel, director of the School of Communication at the University of North Dakota.

The Lavine committee also will address the question of financial support. The council has never had a fee structure, and voluntary contributions from member organizations range from $500 to $10,000 a year, according to Shoquist. "I believe there has to be a minimum membership fee that is reasonable," he said.

The council also addressed another controversial subject—compliance with its curriculum standard that requires journalism majors to take at least 90 semester hours in courses outside of journalism and mass communication. At least 65 of these hours must be in liberal arts and sciences.

The council adopted, with some modifications, a proposal of the American Society of Newspaper Editors, which has pushed for a strong liberal arts component in journalism education [**presstime**, Jan. 1986, p. 56].

Schools now will be required to report the number of credit hours taken in nonjournalism courses and in liberal arts, sciences and social sciences by all members of each graduating class in the two years before an accreditation visit. The council will establish procedures for verifying the accuracy of the report.

The council granted full accreditation or reaccreditation to journalism programs at 24 schools. Among those accredited were first-timers Howard University in Washington, D.C. and Southern Mississippi University in Hattiesburg; and Marquette University in Milwaukee, which had lost its accreditation in 1970. Three other schools were granted provisional accreditation, giving them one year to correct deficiencies.

Denied accreditation or reaccreditation were the journalism programs of the University of Miami, Tennessee Tech University and the University of Wisconsin-Eau Claire. *—Margaret Genovese*

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Newsprint consumption by all U.S. users increased 4.2 percent in April, and U.S. daily newspapers' consumption rose 4.6 percent compared with April 1985 levels.

For the first four months, consumption was up 2.9 percent for all U.S. users and 3.4 percent for U.S. dailies.

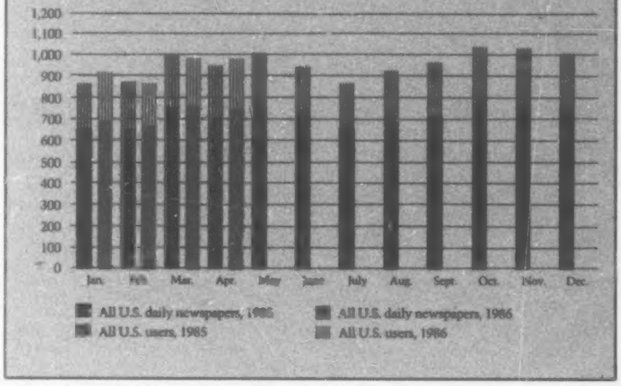
At the end of April, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 43 days' supply compared with 49 days a year earlier.

Shipments from Canadian mills were 5.9-percent above those of April 1985. Canadian shipments to the United States increased 8.2 percent, those within Canada increased 14.2 percent, and those to overseas customers decreased 9 percent.

Domestic shipments from U.S. mills increased 3.6 percent, but U.S. shipments overseas were down about 24 percent.

North American newsprint production increased in April from year-earlier levels by 4.4 percent. For the first four months of the year, however, production was down 1.2 percent.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	February 1986(r)	February 1985	% Change
Northeast	165,643	160,943	+2.9
North Central	138,571	134,156	+3.3
South	223,297	213,304	+4.7
West	151,052	149,797	+0.8
Circulation size			
up to 25,000	55,399	52,320	+5.9
25,001-100,000	132,787	128,931	+3.0
Over 100,000	490,377	476,949	+2.8
February totals	678,563	658,200	+3.1
Region	**March 1986**	**March 1985**	**% Change**
Northeast	190,574	185,816	+2.6
North Central	156,910	157,135	+0.1
South	254,680	251,007	+1.5
West	168,881	168,422	+0.3
Circulation size			
up to 25,000	61,572	57,297	+7.5
25,001-100,000	152,452	148,407	+2.7
Over 100,000	557,021	556,676	+0.06
March totals	771,045	762,380	+1.1
Region	**April 1986(p)**	**April 1985**	**% Change**
Northeast	193,713	175,704	+10.2
North Central	155,102	151,160	+2.6
South	242,741	232,417	+4.4
West	164,072	163,409	+0.4
Circulation size			
up to 25,000	61,367	55,841	+9.9
25,001-100,000	148,678	142,006	+4.7
Over 100,000	545,583	524,843	+4.0
April totals	755,628	722,690	+4.6
Four-month totals	2,902,781	2,808,597	+3.4

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
February 1986	926,556	39	6
February 1985	961,263	41	6
March 1986	903,602	38	6
March 1985	966,785	42	6
April 1986	899,147	37	6
April 1985	976,758	43	6
Canadian mills			
March 1986	379,774	--	--
March 1985	385,068	--	--
April 1986	356,387	--	--
April 1985	378,475	--	--
U.S. mills			
March 1986	99,078	--	--
March 1985	83,453	--	--
April 1986	92,857	--	--
April 1985	62,536	--	--

Estimated consumption of all U.S. users

	1986	1985	% Change
February totals	879,610(r)	860,842	+2.2(r)
March totals	998,583	999,844	-0.1
April totals	994,985(p)	954,672	+4.2(p)
Four-month totals	3,791,133(p)	3,683,961	+2.9(p)

Production

	Canada	U.S.A.	North America
March 1986	746,685	443,519	1,190,204
March 1985	804,099	443,254	1,247,353
Increase	-57,414	+265	-57,149
or decrease	-7.1%	+0.06%	-4.6%
April 1986	776,698	409,098	1,185,796
April 1985	749,071	386,886	1,135,957
Increase	+27,627	+22,212	+49,839
	+3.7%	+5.7%	+4.4%
Four months 1986	3,021,743	1,666,457	4,688,200
Four months 1985	3,083,867	1,660,942	4,744,809
Increase	-62,124	+5,515	-56,609
or decrease	-2.0%	+0.3%	-1.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1986	533,690	89,965	122,709	746,364
March 1985	610,663	102,197	95,895	808,755
April 1986	582,114	97,638	120,333	800,085
April 1985	538,230	85,473	131,961	755,664
Four months 1986	2,160,801	355,465	439,490	2,955,756
Four months 1985	2,227,788	351,532	424,033	3,003,353
Increase	-66,987	+3,933	+15,457	-47,597
or decrease	-3.0%	+1.1%	+3.6%	-1.6%
From U.S. mills				
March 1986	408,193	—	26,022	434,215
March 1985	412,196	—	20,230	432,426
April 1986	394,969	—	20,450	415,319
April 1985	381,019	—	26,784	407,803
Four months 1986	1,538,549	—	91,546	1,630,095
Four months 1985	1,561,486	—	97,719	1,659,205
Decrease	-22,937	—	-6,173	-29,110
	-1.5%	—	-6.3%	-1.8%
From North American mills				
Four months 1986	3,699,350	355,465	531,036	4,585,851
Four months 1985	3,789,274	351,532	521,752	4,662,558
Increase	-89,924	+3,933	+9,284	-76,707
or decrease	-2.4%	+1.1%	+1.8%	-1.6%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

James River Corp. takes control of Crown Zellerbach

James River Corp. said it acquired about 93 percent of the outstanding shares of Crown Zellerbach Corp.

The $800-million transaction gives James River control of Crown Zellerbach's paper, packaging and distribution operations and makes it the nation's fourth-largest paper company.

The company will retain the Crown Zellerbach name for mills and plants it acquired. Those include the Port Angeles, Wash., and Wauna, Ore., newsprint mills.

As part of a separate offer, Crown Zellerbach's timber, container and computer-supplies businesses will come under control of financier Sir James Goldsmith of Great Britain [presstime, Aug. 1985, p. 58]. □

British Columbia mills, two unions reach labor agreement

A two-year labor agreement has been reached between four British Columbia newsprint mills and two unions—the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada.

The new contract takes effect July 1. It calls for no pay increase in the first year and a 3-percent increase in the second, which would bring the base rate to $14.48 (Canadian) an hour from the current $14.08 [presstime, April 1986, p. 67].

Meanwhile, the United Paperworkers International Union is negotiating with Garden State Paper Co. in Pomona, Calif., where the contract expired April 30. □

Two new machines planned, another shuts down

The newsprint company F.F. Soucy Inc. has proposed adding a 175,000 metric-tons-a-year newsprint machine at its Rivière-du-Loup mill in Quebec. And CIP Inc. plans to install a new newsprint machine at its Gatineau, Quebec, mill, with a start-up date of January 1987. The new machine will increase capacity by 60,000 metric tons a year.

But Abitibi-Price Inc. confirmed that one newsprint machine at its Iroquois Falls, Ontario, plant is shut down for good. The 55,000 metric-tons-a-year unit has been idle more than a year. □

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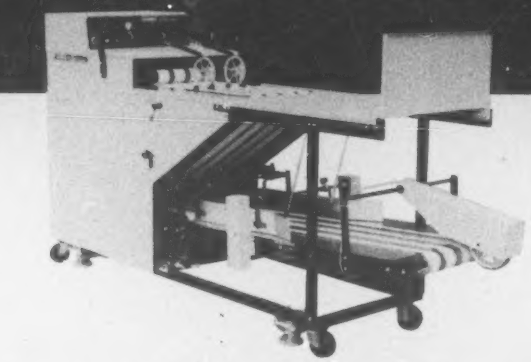

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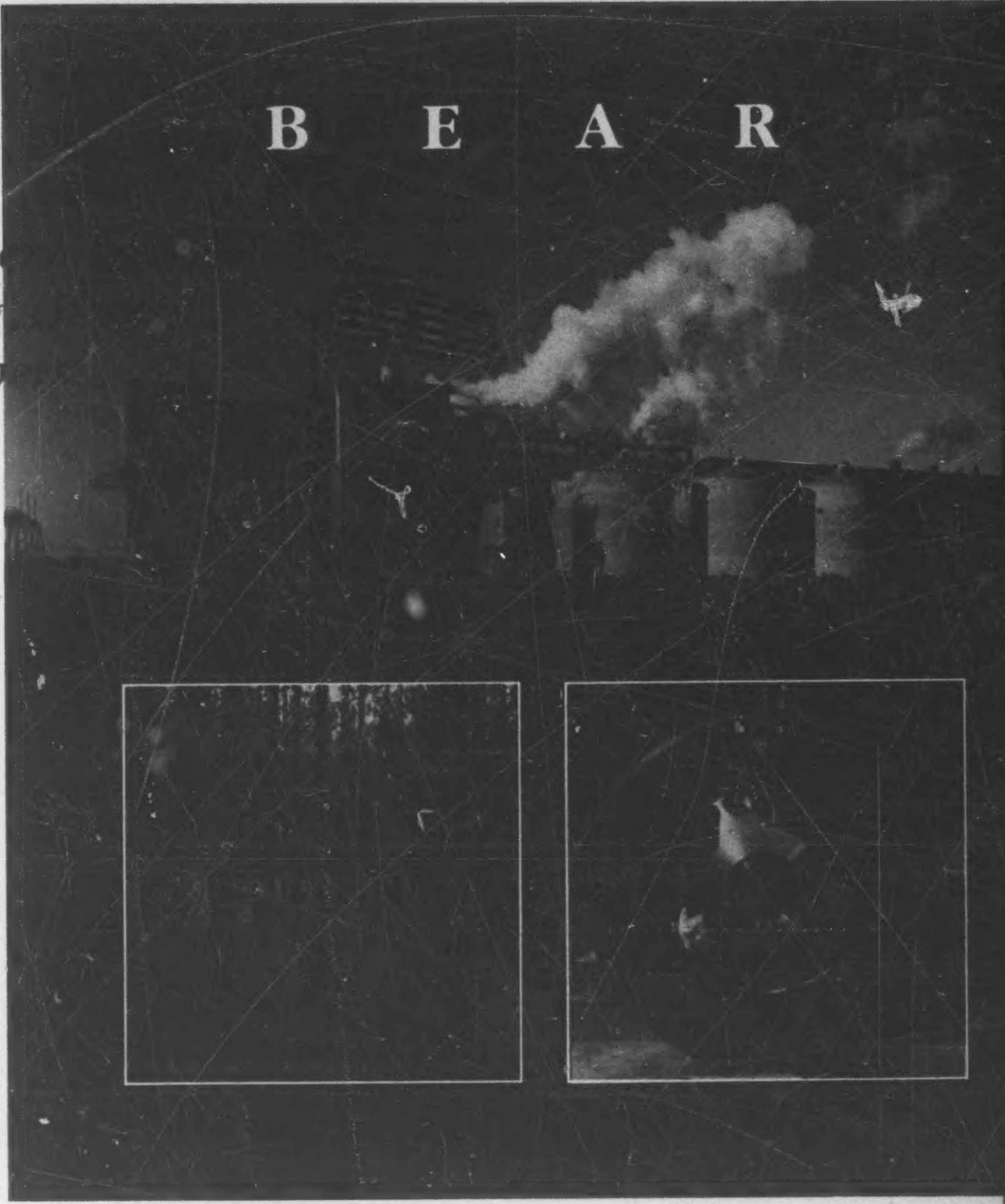

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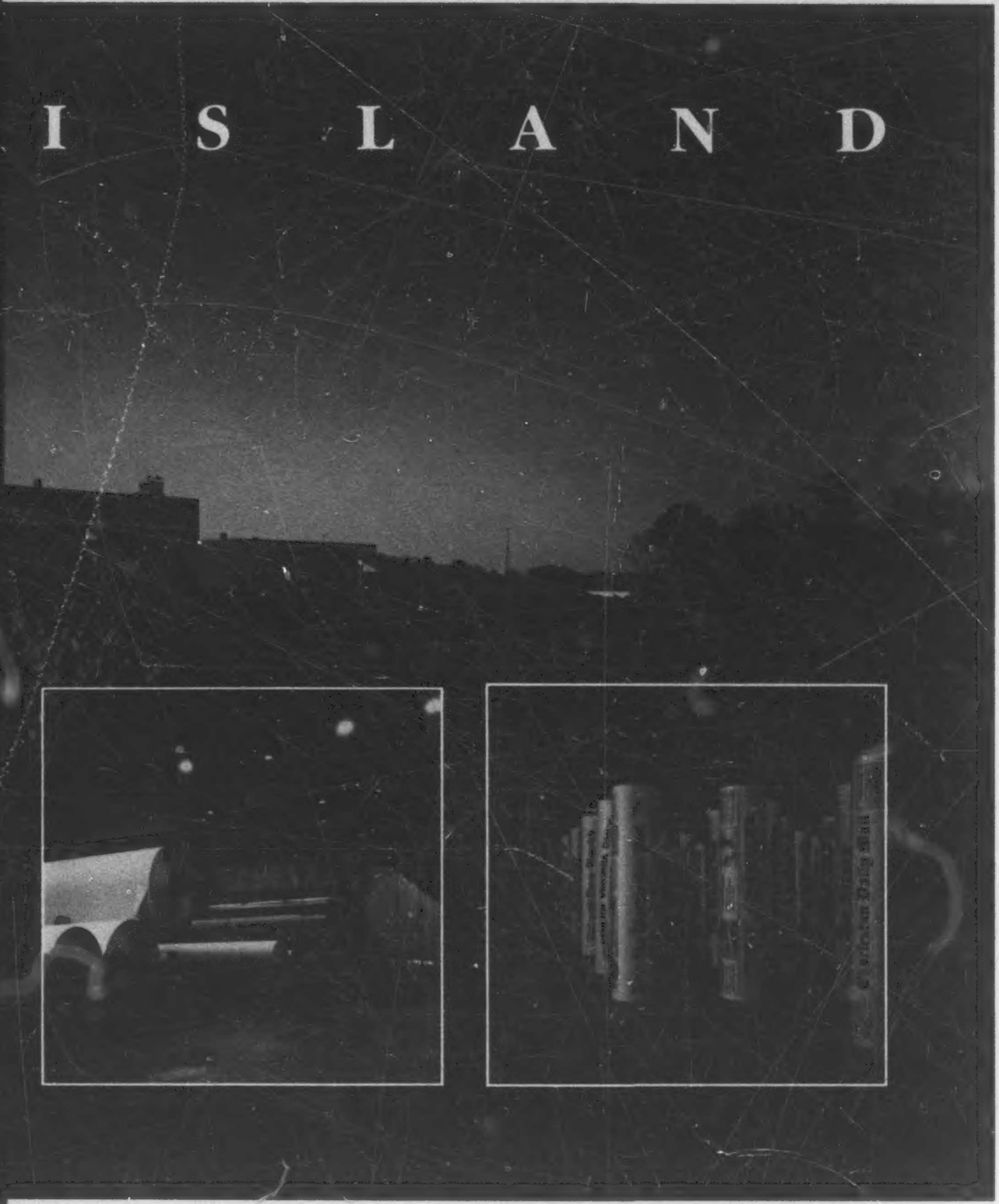

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Atlanta set for ANPA show

For the third time this decade, Atlanta's sprawling Georgia World Congress Center will be the site of ANPA's Operations Management Conference & Exposition. And with a record amount of exhibit floor space expected to be filled, only such a spacious structure could house the event.

The theme for this year's 58th annual version of the ANPA trade show, which runs June 21-25, is "Interface '86: People—Developments—Quality."

Peter P. Romano, ANPA director/technical services and Conference director, said more than 250 exhibitors have signed up for floor space in excess of 270,000 square feet [presstime, May 1986, p. 78]. That would make it the largest ANPA trade show yet in terms of net exhibit space occupied. (See list of exhibitors and booth numbers, p. 84.) Attendance should be about 10,000, Romano added.

The OMCE Committee, under the chairmanship of Joseph M. Ungaro, president and general manager of Westchester Rockland Newspapers in White Plains, N.Y., has assembled a program consisting of three general sessions and 16 workshops (three of which pertain to production of college newspapers).

The general sessions scheduled from 9-10:50 a.m. on June 23, 24 and 25 will examine people and management issues,

Program for 58th ANPA Operations Management Conference & Exposition

Monday, June 23

General Session—9 a.m.-10:50 a.m.

Chairman: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers Inc., White Plains, N.Y.

Welcoming Address: **David E. Easterly,** president, Cox-Newspapers, Atlanta

Address by ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc., Miami

Theme: People and Management

Speakers

"Effective Management for the Eighties," Judith E. Merriott, manager/communications, Saturn Corp./subsidiary of General Motors Corp., Troy, Mich.

"Hiring Your Next Production Managers," Melvin P. Reid, president, Byron Harless, Reid and Associates, Jacksonville

"Team Building—What Kind of Management Is Needed for the Total Electronic Newspaper," Gary A. Kleinhenn, quality circles manager, Detroit Free Press

Five Concurrent Workshops—11 a.m.-12:30 p.m.

- *Workshop I:* **Managing Telecommunications (It's More Than Just Phones)**

Moderator: **David A. Sjosten,** vice president and general manager, Worcester (Mass.) Telegram *and* The Evening Gazette

Panelists: **Frank J. Schoff Jr.,** director/telecommunications, Tribune Co., Chicago; **Carleta Vineys,** manager/telecommunications, San Francisco Newspaper Agency; **Helen Waicunas,** manager/telecommunications, The Hartford Courant; **Deborah Walker,** telecommunications systems specialist, ANPA; **Patrick A. DeFilio,** account executive/national, Southern New England Telephone Co., New Haven, Conn.; **Robert R. Rowell,** vice president/operations, Press-Telegram, Long Beach, Calif.

- *Workshop II:* **Management Asks the Tough Questions About Flexo**

Moderator: **Homer E. Taylor Jr.,** vice president/manufacturing and supply, Scripps Howard, Cincinnati

Panelists: **Dott. Lorenzo Jorio,** managing director, Il Gazzettino, Venice, Italy; **Thomas O. Might,** vice president/production, The Washington Post; **J. A. Riggs Jr.,** senior vice president/operations, The New York Times; **Ralph S. Roth,** vice president/production, Knight-Ridder Inc., Miami

- *Workshop III:* **PCs—Panacea or Pandemonium**

Moderator: **Kenneth F. Chevis,** director/information systems, Los Angeles Times

Panelists: **Donald P. Ruthig,** office of systems analyst, Advance Office Systems Group, Los Angeles Times; **C. S. Wood,** vice president/manufacturing, Suburban Communications Corp., Livonia, Mich.; **Peggy Thompson,** director/technology and services, The Hearst Corp., New York City

- *Workshop IV:* **Drugs and AIDS in the Workplace**

Moderator: **Dr. Howard R. Brown,** medical director, The New York Times

Panelists: **John T. Spran,** vice president/employee relations, News and Sun-Sentinel Co., Fort Lauderdale; **Dr. David Sohn,** medical director, The Laboratory for Chromotography, Flushing, N.Y.; **Dr. James O. Mason,** director, Centers for Disease Control, Atlanta; **Stuart H. Bompey,** senior partner, Baer, Marks and Upham, New York City

- *Workshop V:* **Facing Building Expansion**

Moderator: **Minor J. Ward,** president, Atlanta Journal and Constitution

Panelists: **Harold J. Brown Jr.,** vice president/operations, Atlanta Journal and Constitution; **Donald T. O'Neill,** production director, The Boston Globe; **Thomas E. Rice,** vice president/operations, Dallas Times Herald; **W. Scott Sherman,** production manager, The Orlando Sentinel

Tuesday, June 24

General Session—9 a.m.-10:50 a.m.

Chairman: **Larry D. Strutton,** executive vice president/operations, Los Angeles Times

Presentations: Editor & Publisher Exhibition Awards, Kodak "Run for the Money" International Newspaper Color Reproductions Contest Awards

Theme: The Quest for Quality

Introduction of the new ANPA/Newspaper Advertising Bureau publication: Guide to Quality Newspaper Reproduction, Walter E. Mattson, president and chief operating officer, The New York Times Co.

Quality and Success: Today's major issue, Harold W. Andersen, chairman and chief executive officer, Omaha World Herald Co.

Payback on Quality, Charles M. Kinsolving Jr., vice president, marketing/new technology, NAB, New York City

Quality Control Manager, The Keystone to Quality, Gene Bell, vice president/production director, Chicago Tribune

Commercial Printers Do It All The Time—and Better, James T. Sullivan, president, magazine group, R. R. Donnelley & Sons Co., Chicago meeting demands for quality, and developments in technology.

Concurrent workshops following the general sessions will cover a variety of issues, from building expansion and mailroom quality to drugs and AIDS in the workplace. (See program details below.)

Exposition hours are 11 a.m.-6 p.m. on June 21 and 22 and noon-6 p.m. June 23-25.

Conference preregistration was available for the first time this year, and about 4,000 people took advantage of the service. Preregistration deadline was May 23.

Registration also will be available in the main entrance concourse of the World Congress Center in downtown Atlanta. Hours will be 10 a.m.-6 p.m. June 21 and 22, and 8 a.m.-6 p.m. June 23-25. Admission to all Conference sessions, workshops and the Exposition is included in the $35 registration fee, as is an exhibitors' guide and program directory.

ANPA has reserved blocks of rooms in nine Atlanta hotels that are offering reduced rates to Conference-goers. They are the Atlanta Hilton and Towers and the Atlanta Marriott Marquis, co-headquarters hotels; Atlanta Marriott Downtown, Holiday Inn Downtown, Hotel Ibis, Hyatt Regency Atlanta, Omni International Atlanta, the Ritz-Carlton Atlanta and the Westin Peachtree Plaza Hotel.

Hotel reservations may be made by calling the ANPA Housing Bureau at (404) 521-6630.

Complimentary shuttle buses will serve eight of the nine hotels and the World Congress Center, operating from 10 a.m. to 6:30 p.m. June 21 and 22, and from 8 a.m. to 6:30 p.m. June 23-25. Buses will not stop at the Omni International, which is located across the street from the Congress Center.

Hertz is the official car rental agency for the event and is offering special rates. For reservations, call (800) 654-2200 and tell the agent the rental is in connection with

Four Concurrent Workshops—11 a.m.-12:30 p.m.

- ***Workshop I:* Pre-Press Quality: Newsroom to Negative**

***Moderator:* Michael J. Bella,** vice president/production, The Times Journal Co., Springfield, Va.

***Panelists:* Mark Mikolajczyk,** production/operations manager, The Cincinnati Enquirer; **Francis Przybylek,** production manager, The Times-Journal Co., Springfield, Va.; **Michael Przybylek,** production director, USA Today, Arlington, Va.; **Ian M. Pittendreigh,** director of operations, The London (Ontario) Free Press

- ***Workshop II:* Color Separation and Graphics: Perceptions and Prerogatives**

***Moderator:* Robert C. Hacker,** professor/coordinator of Newspaper Program, Rochester Institute of Technology

***Panelists:* Kenneth K. Kniceley,** production director, Charleston (W.Va.) Newspapers; **Marvin Sussman,** production quality assurance manager, Newsday, Long Island, N.Y.; **William DeMarco,** manager/pre-press, business development, Case-Hoyt Corp., Rochester; **Robert C. Holt III,** director of photographic technology, St. Louis Post-Dispatch

- ***Workshop III:* Print Quality**

***Moderator:* Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

***Panelists:* Robert L. Moyer,** vice president/operations, Small Newspapers Inc., Kankakee, Ill.; **Richard Malone,** pressroom manager, Chicago Tribune; Paul T. Lynch, quality control manager, The Record, Hackensack, N.J.; **Thomas J. Shafer,** director of field operations, USA Today, Arlington, Va.

- ***Workshop IV:* Quality in the Mailroom**

***Moderator:* Debra Romaine,** manager/mailroom, Times Publishing Co., St. Petersburg

***Panelists:* Danny J. Collins,** production director, The News and Observer and The Raleigh (N.C.) Times; **Jim L. Davis,** mailroom manager, Houston Chronicle; **Robert F. Murphy,** production director, The Record, Hackensack, N.J.; **Glen E. Nardi,** production director, Philadelphia Newspapers Inc.; **Jay G. Swardenski,** distribution director, The New York Times

Wednesday, June 25

General Session—9 a.m.-10:50 a.m.

***Chairman:* Norman P. Dusseault,** vice president/assistant general manager, Times Publishing Co., St. Petersburg

Theme: Developments—Directions

Pagination: Where Do We Stand? (Q & A)

***Moderator:* Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers Inc., White Plains, N.Y.

***Respondents:* Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.; **Larry Allison,** senior vice president, Press-Telegram, Long Beach, Calif.; **James N. Longson,** vice president/corporate development, Chicago Tribune Co.; **Robert Gilbert,** assistant managing editor/systems and technology, The Miami Herald

Making Pagination Pay: William R. Hogan, vice president and general manager, The Arizona Republic and The Phoenix Gazette

Pagination Through Ad-Make-up Systems: Jonathan Seybold, president, Seybold Publications, Malibu, Calif.

Electronic Graphics System: Louis J. Franconeri, vice president/operations, The Baltimore Sun

AdSat On the Move: Roy Hodgson, president and chief executive officer, British Printing and Communications Corp., U.S. Division, New York City

Four Concurrent Workshops—11 a.m.-12:30 p.m.

- ***Workshop I:* Output Devices**

***Moderator:* Ralph E. Eary,** national director of production and engineering, Scripps Howard, Cincinnati

***Panelists/Vendors:* Paul H. McGarrell,** vice president, Volt Information Sciences, Autologic Inc., Newbury Park, Calif.; **Brian Lacey,** managing director, Monotype International, Surrey, England; **Lou P. Tortora,** director of marketing and product management, Linotype Co., Hauppauge, N.Y.; **Stephen J. Dupree,** marketing manager, Newspaper Systems Division, Compugraphic Corp., Wilmington, Mass.

***Panelists/Users:* Pete Walker,** production director, Rocky Mountain News, Denver; **W. Scott Sherman,** production manager, The Orlando Sentinel; **Charles J. P. Gallager,** production director, Daily Press and Observer-Dispatch, Utica, N.Y.; **Thomas J. Corcoran Jr.,** production director, The Sun-Tattler, Hollywood, Fla.

- ***Workshop II:* Ad Makeup Systems—A Candid Look**

***Moderator:* Michael D. Williams,** director/production, The Pittsburgh Press

***Panelists:* Richard E. Brodowski,** asst. vice president/operations, and systems director, Press-Telegram, Long Beach, Calif.; **Terry E. Sturgeon,** director of production, Booth Newspapers, Grand Rapids, Mich.; **Michael L. Pearson,** production manager/pre-press, Chicago Tribune; **John Blaney,** manager/information systems, The Globe and Mail, Toronto

- ***Workshop III:* Getting Your Sunday Paper Out the Door and Delivered**

***Moderator:* Frank J. Savino,** vice president/marketing, The Record, Hackensack, N.J.

***Panelists:* Donald A. Nizen,** vice president/circulation, Knight-Ridder Inc., Miami; **Benjamin Hayes,** insert manager, Times Publishing Co., St. Petersburg; **Frank M. Manzon,** vice president/circulation, The Washington Post; **George Martin Jr.,** senior vice president/circulation, The Denver Post

- ***Workshop IV:* Newsprint Handling—Pulling for AGVs**

***Moderator:* James H. Norris,** vice president/operations, Newsday, Long Island, N.Y.

***Panelists:* Curtis Bok,** production manager, Minneapolis Star and Tribune; **Joseph L. Donth,** director/data processing, Fort Worth Star-Telegram; **Ralph E. Imhof,** plant manager, St. Petersburg Times and Evening Independent; **Jouko Nurmela,** vice president/production, Sanoma Corp., Helsinki, Finland

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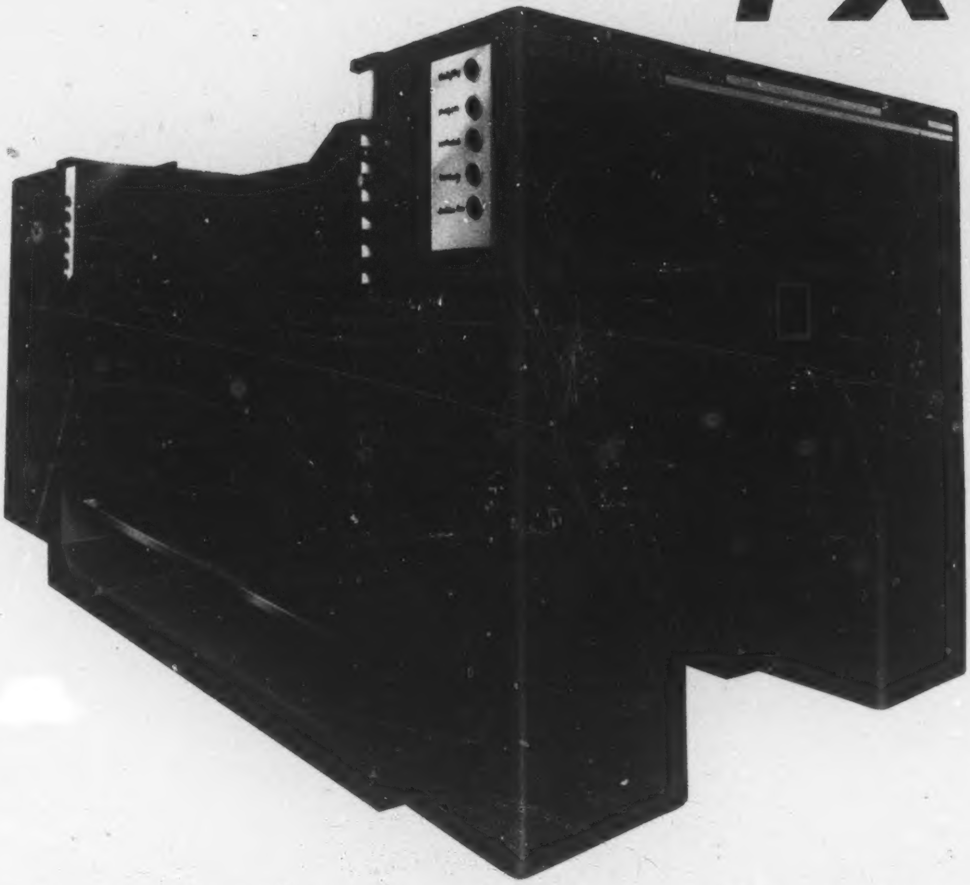

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Bus service is available for the 11-mile trip between Hartsfield Atlanta International Airport and the downtown hotels. Tickets are $6 one way and $11 round trip. A $2 discount coupon for a round-trip ticket was mailed with pre-Conference material.

In addition to the formal program, some special events are on tap. On Sunday, June 22, a two-mile presstime Fun Run will take place at 7:30 a.m., starting and finishing in front of the Marriott Marquis. All registrants who complete the two-mile run or walk will receive a presstime T-shirt, and the top three finishers among the men and the women will get awards. Fun Run registration will be 10 a.m.-6 p.m. June 21 in the entrance concourse of the World Congress Center, and just prior to the race at the starting point.

Joseph M. Ungaro

Helen Waicunas

Gene Bell

Michael J. Bella

Richard E. Brodowski

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There will be tours available featuring sites in the Atlanta area and in the North Georgia mountains. Preregistration was encouraged, but limited on-site registration will be available, space permitting. ☐

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Application Engineering Corp., 1313
Arco Engineering Inc., 3033
Armotek Industries, 436
Associated Field Services & Sales, 3755
Associated Press, 3631
AT&T Communications, 3341
Atex Inc., 3125
Austin Co., 911
Autologic Inc., 235

Baldwin-Gegenheimer Division, 1945
BASF Corp. Information Systems, 3355
BestInfo, 3655

C.P.S. Inc./Modtek, 3473
California Polytechnic State University, 3715
Camex Inc., 245
Cannon-Cross Inc., 702
Capital Elevator Sales Inc., 152
Cariweb Products Inc., 116
Cary Design Inc., 2029
Chemco Photoproducts Co., 1113
Cheshire/A Xerox Co., 1325
Chesley F. Carlson Co., 3117
Cilas/Alcatel, a division of AVP, 3717
CIP Inc., 1645
Composition Systems Inc., 1445
Compugraphic Corp., 3541
Concept Publishing Systems, 3411
Crabtree Vickers (Canada) Ltd., 2129
Craig Cold Type Supply Inc., 605
Creative Data Systems Inc., 505
Crosfield Electronics Ltd., 1245
CText Inc., 1235
Cuneiform Systems Inc., 3241
Custom-Bilt Machinery Inc., 1661
Cybergraphic Systems Inc., 1535

D.S. America Inc., 1717
DAR-MAR Inc., 802
Data Sciences Inc., 230
Denver Design Associates, 1148
DEV Industries, 3151
Diamond Roller Corp., 3133
Diconix Inc., 3525
Digi-Colour Technologies, 142
Digital Equipment Corp., 1329
Digital Technology Intl., 3126
DISC, 1035
Double E Company Inc., 114
J.E. Doyle Co. Inc., 3024
Frank Drazan, 3033
Du Pont Co., 1929
Duarte Engineering, 154
Durbin Associates, 503
Dynalith, 1013
Dynaric Inc., 1707

E.A.M. Industries, 339
Eastman Kodak Co., 3125
Ebway Industries Inc., 1935
Eclectic Co. Inc., 337
ECRM, 905
Editor & Publisher, 805
EFAX Corp., 1146
Eikonix Corp., a Kodak company, 3125
Enkel Corp., 711
Erectoweld Co. Ltd., 1829

Ferag Inc., 3431
Fincor, Incom International Inc., 1806
Flex-O-Line Inc., 305
Flint Ink Corp., 3425
Fluorographic Services Inc., 441
FMC Corp., 1613

G.E. Information Services, 3031
Gaemmerler (U.S.) Corp., 3711
Gerber Scientific Instrument Co., 111
GPP Rhone-Poulenc Inc., 3419
W. R. Grace & Co., 929
Graphic Arts Technical & Consulting Service Inc., 2028
Graphic Enterprises Inc., 3005
Graphic Management Assoc. Inc., 945
Gulf Coast System Design, 405
Norman X. Guttman Inc., 118

Hall Systems Inc./George R. Hall Inc., 1813
Hamilton Circulation Supplies, 3025
Hantscho Inc., 535
Harris Corp., 351
Harris Graphics Corp., 817
Harris/3M, 3461
Hastech Inc., 1245
Hell Graphic Systems Inc., 517
Herco Graphic Products, 1935
Hercules Inc., 1213
High Technology Solutions Inc., 121
Hollenback Typesetting Systems Inc., 3709
Huntron Instruments Inc., 3135

IDAB Inc., 3309
Ideal Equipment of America Inc., 3021
Imperial Metal & Chemical Co., 3026
Independent Network Systems Inc., 3036
Information International Inc., 1145
Ingenuity Inc., 3029
Inland Newspaper Machinery Corp., 1512
Inernational Press Services Inc., 3757
InterWeb Systems Inc., 3022
IPEC Inc., 1647
IVT Colordry, 3555

Jardis Industries Inc., 401

K&F Manufacturing Co. Inc., 1261
Kansa Corp., 1761
KE Systems, 3046
Kirk-Rudy Inc., 1029

LAN Systems, 3405
Lektro Southeast, 501
Lew Enterprises Inc., 3131
Lockwood Greene Engineers Inc., 3205
LogEtronics Inc., 257

M.A.N.-Roland USA Inc., 1745
Mailroom Systems Inc., 1019
Chas. T. Main Inc., 3137
Martin Automatic Inc., 961
Master Etching Machine Co., 1053
Masthead International Inc., 3305
Mayan Converting Inc., 3707
McCain Manufacturing Corp., 3115
MEG (USA) Inc., 2035
MGI International, 2041
Micro-Comm Inc., 3012
Midwest Publishers Supply Co., 345
Misco Inc., 803
Monotype Inc., 829
Morris Communications, 3032
Motter Printing Press Co., 2045
Muirhead Systems, 3607
Muller-Martini Corp., 205
Mycro Tek Inc., 313

NAPP Systems USA Inc., 1513
National Machine Co., 1045
Neasi-Weber International, 3153
New England Newspaper Supply Co., 1607
Newspaper Electronics, 3155
Nikka Ltd., 3053
Nolan Products Inc., 3507
North American Cerutti Corp., 629
Norwood Paper Co., 403
Nu-Graphics Manufacturing Inc., 1655
nuArc Company Inc., 3625
Nu-Graphics Manufacturing Inc., 1655

Offset Technology, 1628
ONE Corp., 1835
One-For-One Inc., 3501
Oscar Fisher Co. Inc., 440
Ovalstrapping Inc., 719

Pacesetter Graphic Service, 611
Pacific Press Services Inc., 701
Pamarco Inc., 1229
Pathfinder Graphic Associates Inc., 361
Pellegren Corp., 3008
Perretta Graphics Corp., 3041
Power Strap Inc., 1361
Prentice Colour Inc., 1049
Press Computer Systems Inc., 705
Printers' Service, 122
Printing Impressions, 3014
Publisher Control Systems Inc., 110
Publishers Equipment Corp., 1545
Publishers' Auxiliary/NNA, 3753

Quad/TECH, 1313
Quarterfold Inc., 402
Quipp Inc., 745

R/D Mist Systems, 112
Reliable LP/CO$_2$ Systems, 120
Reuters Ltd., 757
Ricoh Corp., 529
Rochester Institute of Technology, 329
Rockwell International, 1629
Royal Zenith Corp., 1845
Ryco Graphic Manufacturing Inc., 261
Rycoline Products Inc., 1461

Sat-Fax Inc., 3747
Scantronix, 1812
Scitex America Corp., 1129
Seaboard Energy Systems, 441
Selective Electroplating, 3129
Semler Industries Inc., 3037
Seybold Publications, 811
Signode Corp., 3105
Simulation Excel A/S, 3611
Smith RPM Corp., 1529
Software Consulting Services, 845
Solna Inc., 1921
Sony Corp. of America, 3251
Spectronics Inc., 3018
Spegram Inc., 2141
William C. Spells, 3033
Spin Physics, 3125
Stacker Machine Co. Inc., 1313
Stauffer Media Systems Inc., 1413
Stepper Associates Inc., 761
Stork Contiweb Inc., 3157
Strapex Corp., 857
Support Products Inc., 3621
System Integrators Inc., 545

Taft Equipment Sales Co., 3009
Tait Systems Inc., 3054
Tasope', 429
Tec Systems—W.R. Grace Co., 1313
Tech-Energy Co., 1161
Technidyne Corp., 3503
Telcom General Corp., 3467
3M Co., 3016
3M/Printing Products Division, 3441
Tingue, Brown & Co., 3124
Titus Communications, 3141
Trans World Telesystems, 1150
TV Data Inc. 1010
The TV Listing Group Inc., 3050

Union Carbide Coatings Service, 703
United Press International, 360

Varn Products Co. Inc., 602
Vision Data Equipment Corp., 941
Vision Systems Inc., 146
VU/Text Information Services Inc., 3120

Warner MDS Color Corp., 3407
Jervis B. Webb, 1657
Webquip, 2135
Webtech Inc., 229
Western Lithotech, 129
Whalen/Mainstream, 221
Windmoeller & Hoelscher Corp., 1419

X-Rite Inc., 148
Xenotron Inc., 145
Xeta Inc., 3743
Xitron Inc., 641

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Survey shows record expenditures, topping $1 billion

For the first time, the billion-dollar mark has been exceeded in ANPA's annual survey of newspapers' capital expenditures.

The 475 North American newspaper plants responding to the new survey said they invested just over $1 billion in plant expansion, modernization and new equipment in 1985, and they projected slightly higher spending this year. (See charts, facing page.)

However, comparisons must take into account the fact that the complement of respondents changes from year to year. The number in this decade has fluctuated between a high of 495 respondents in 1981 to a low of 387 last year, when 1984 spending of $677.7 million and projected 1985 spending of $971.4 million were reported [**presstime**, May 1985, p. 66].

In all, 456 U.S. and 19 Canadian newspaper plants responded to the new survey, compared with 369 and 18, respectively, a year ago. Each of the approximately 1,100 plants printing ANPA-member newspapers was provided with a copy of the survey questionnaire.

In 1985, newspapers participating in the survey spent $362.6 million on plant expansion and modernization, and they estimate they will spend $361.9 million for these purposes this year.

Respondents reported they spent $666.3 million for new equipment in 1985, and 1986 spending in this category was put at $734.7 million.

The largest portion of the equipment purchases involves the pressroom—$227.1 million in 1985 and a projected $274.8 million this year. Front-end systems for editorial, classified-ad and advertising departments ranked second with $88.5 million in '85 and an anticipated $117.3 million in '86.

Spending for other types of computers—business (accounting and circulation) systems, personal computers and library systems—totaled $52.7 million last year and is expected to be $48.3 million this year.

Divided into four categories instead of two, the computer area was modified in the new survey to reflect trends in equipment purchases.

In another change, the category of color scanners and color separation equipment was added for the latest survey. In this area, respondents spent $10.5 million in 1985 and expect to spend $13.7 million in 1986.

The survey also indicated:

- Outlays for telecommunications equipment (excluding telephone and radio systems) totaled $9.2 million last year but are projected to drop considerably—to just over $3 million—in 1986.
- A lesser decline is signaled for telephone and radio systems—from $24.3 million spent in 1985 to $21.3 million projected for '86.
- A large increase is projected for the category of energy, power and security-management systems—from $4.5 million spent last year to an estimated $12 million this year. ☐

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Chart 1—1986 Estimates

Newspaper Plants Participating[1]	U.S. 456	Canada 19	Totals 475
Plant Expansion and Modernization			
New building	$177,810,584	$ 195,000	$178,005,584
Addition to existing building, parking, garage, land	96,334,011	1,278,500	97,612,511
Modernization of existing building	81,993,705	4,379,400	86,373,105
Subtotal	$356,138,300	$5,852,900	$361,991,200
Telecommunications	3,008,041	15,000	3,023,041
New Equipment			
Computers—front-end systems (editorial, classified, advertising)	$111,894,720	$ 5,388,400	$117,283,120
Business—(accounting, circulation)	33,327,866	5,033,054	38,350,920
Personal computers	7,522,268	208,500	7,730,768
Library systems	2,177,161	—0—	2,177,161
Composing room	24,060,120	1,721,800	24,626,190
Camera/platemaking, editorial photo department	22,171,049	566,070	22,737,119
Color scanners and color separation equipment	12,886,016	807,500	13,693,516
Pressroom	272,800,617	2,015,850	274,816,467
Mailroom	88,205,539	1,895,380	90,100,919
Newsprint handling and warehouse equipment	13,001,336	229,200	13,230,536
Energy, power and security-management systems	11,902,650	123,050	12,025,700
New telephone and radio systems	21,201,898	132,822	21,334,720
Transportation-automobiles and trucks	35,542,596	1,645,300	37,187,896
New furniture and office equipment	29,276,330	1,063,130	30,339,460
Newspaper vending machines	7,248,153	841,000	8,089,153
Commercial or job-printing equipment	3,371,236	290,500	3,661,736
Other	13,881,369	2,285,100	16,166,469
Subtotal	$710,470,924	$24,246,656	$734,717,580
Estimated Total Outlays	$1,069,617,265	$30,114,556	$1,099,731,821

---

[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1985 Expenditures

Newspaper Plants Participating[1]	U.S. 456	Canada 19	Totals 475
Plant Expansion and Modernization			
New building	$196,440,129	$ 503,030	$196,943,229
Addition to existing building, parking, garage, land	89,016,497	49,000	89,065,497
Modernization of existing building	73,051,687	3,572,843	76,624,530
Subtotal	$358,508,313	$ 4,124,873	$362,633,186
Telecommunications	9,204,036	15,000	9,219,036
New Equipment			
Computers—front-end systems (editorial, classified, advertising)	$ 81,443,779	$ 7,101,190	$ 88,544,969
Business (accounting, circulation)	37,146,608	2,548,495	39,695,103
Personal computers	8,452,162	217,814	8,669,976
Library systems	4,186,240	143,000	4,329,240
Composing room	16,423,087	5,778,688	22,201,775
Camera/platemaking, editorial photo department	18,293,503	522,442	18,815,945
Color scanners and color separation equipment	10,478,986	20,734	10,499,720
Pressroom	214,495,215	12,578,116	227,073,331
Mailroom	92,408,918	3,880,049	96,288,967
Newsprint handling and warehouse equipment	12,423,653	1,401,000	13,824,653
Energy, power and security-management systems	4,475,132	7,656	4,482,788
New telephone and radio systems	23,203,253	1,115,200	24,318,453
Transportation-automobiles and trucks	32,733,708	1,903,435	34,637,143
New furniture and office equipment	37,170,175	2,978,859	40,149,034
Newspaper vending machines	7,842,436	2,769,078	10,611,514
Commercial or job-printing equipment	8,758,414	1,044,500	9,802,914
Other	12,429,668	20,500	12,450,168
Subtotal	$622,364,937	$44,030,756	$666,395,693
Total Outlays	$990,077,286	$48,170,629	$1,038,247,915

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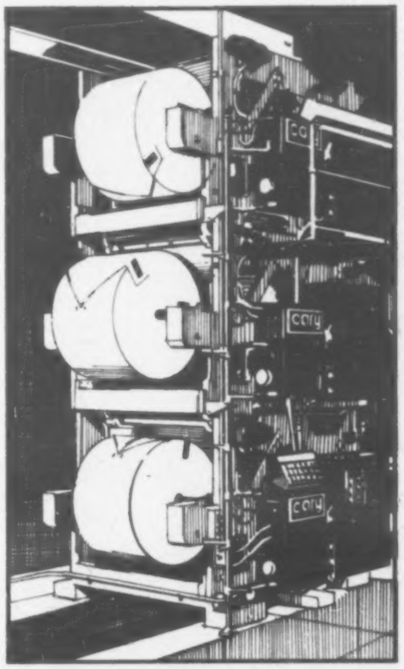

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Harris Graphics, AM International to merge

Harris Graphics Corp. has agreed to merge with AM International Inc. in a transaction worth an estimated $246 million. AM International will offer Harris Graphics stockholders $22 a share until June 13.

The move was unanimously approved by the boards of directors of both companies.

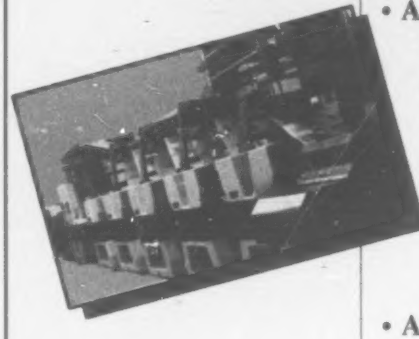
Fred Baker, a spokesman for Harris Graphics, said the deal announced May 9 should be completed by mid-summer, at which time Harris Graphics Corp.'s name would become Harris Graphics Group.

Baker said the move won't drastically alter the company's day to day operations.

Melbourne, Fla.-based Harris Graphics was spun off from Harris Corp. three years ago. Initially, Harris Graphics was privately held, but for the past 18 months its stock has been publicly traded.

Harris Graphics is the largest manufacturer of web offset presses in the United States. The company makes mailroom, bindery and color preprinting equipment as well.

AM International, headquartered in Chicago, manufactures imaging and reproduction graphics equipment. A federal bankruptcy judge approved the company's reorganization plans in October 1984, and a company spokeswoman said the company has been healthy financially since [presstime, Nov. 1984, p. 47]. ☐



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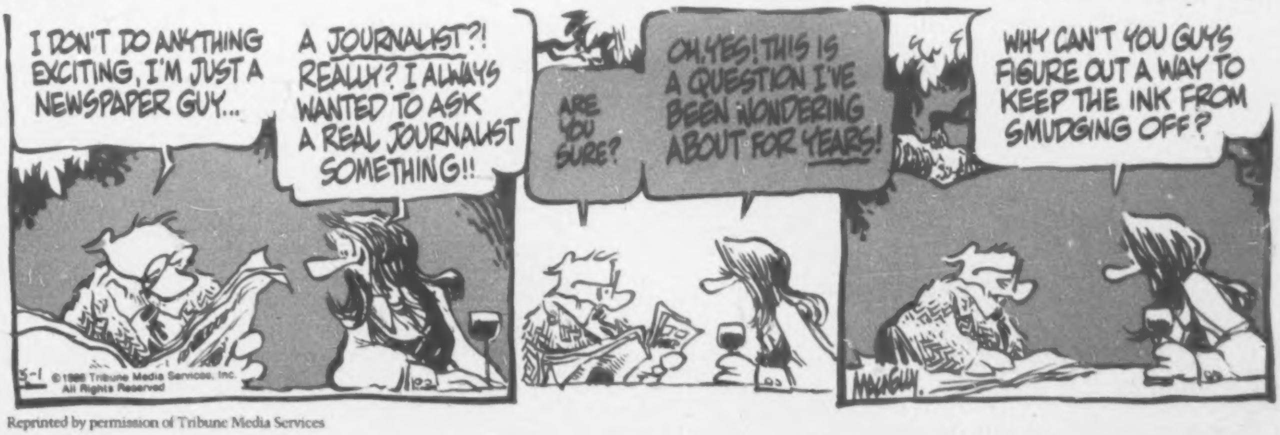
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Second printing likely for quality-reproduction guide

As best sellers go, it's not quite in the same league as a new James Michener novel, but the newly published *Guide to Quality Newspaper Reproduction* is a hot item indeed.

According to Peter P. Romano, ANPA director/technical services, nearly 11,000 copies have been sold, and about 6,000 other copies have been distributed on a complimentary basis. With orders still coming in, Romano said a second printing beyond the initial 20,000 copies is likely.

Large quantities of the 56-page, four-color books have been purchased by some newspapers and newspaper groups, such as The New York Times, which ordered 1,000; Gannett Co., 300; the South Bend (Ind.) Tribune (100); The Times-Picayune/The States-Item, New Orleans (70); and The Daily Mail and The Charleston (W. Va.) Gazette (50).

The guides are being used for a variety of purposes. In some cases, newspapers are purchasing them to send to advertisers, while others are obtaining them for their own executives, photo staffs, and promotion, advertising and editorial art departments.

"There's really nothing there that hasn't been put in writing before, but it's never been put into such an attractive package," commented Albert Starr, advertising director for the Charleston dailies. "The sample advertisements are good because they show what it's possible to do with the right copy and the right reproduction."

Starr said he would be distributing the guide to advertising agencies in Charleston as well as to advertising and editorial staffers at the two newspapers. "It's hard to get good reproduction when you begin with bad copy," he noted.

Charles R. Blevins, vice president/production for Gannett, also said the guide is useful to sell advertisers on the best way to use newspapers and to help the editorial side achieve better reproduction. On the latter score, he said: "There's a lot there that would be helpful. For example, if you were working with feature pictures, it contains information for setting the right background, and it shows creative ways of working with photographs."

Blevins is a member of an ANPA Technical Committee task force that was deeply involved in writing the book. (See story, p. 41.)

Prepared by ANPA and the Newspaper Advertising Bureau, the publication offers suggestions on reproduction basics including artwork, photography, cropping, typography, layout and ad sizes. Also included are suggested guidelines on subjects ranging from basic color theory and spot color to color halftones and color separation proofs [**presstime**, May 1986, p. 84].

The guide also contains a glossary of printing and reproduction terminology, a bibliography of reading material about printing and the graphic arts, and recommended standards for newspaper advertising materials.

The price list for the guides is: $5 each for one to five copies; $4 each for six to 10 copies; $3 each for 11 to 50 copies; and $2 each for 51 or more copies.

To order, complete and return the order blank bound into this issue of **presstime**. Or contact Romano at The Newspaper Center, Reston, Va.; (703) 648-1215. ☐

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TECHNOLOGY NOTES

- Hell Graphic Systems Inc. of West Germany has signed an agreement with Crosfield Electronics Ltd. of Great Britain to **standardize the exchange of data** between their electronic image-processing systems.

The agreement provides for the exchange of high-resolution, color-image data between Hell's Chromacom and Crosfield's Studio 800 electronic page-composition systems.

Industry observers believe it is the first such standardization between competing prepress manufacturers.

- Additional efforts to **standardize digital data** from electronic imaging systems are under way. The National Printing Equipment and Supply Association Inc. has formed a committee of major suppliers of such equipment, and application is planned to the American National Standards Institute to start the formal process of establishing voluntary national standards.

According to a spokesman for the association, such manufacturers as Hell Graphics, Crosfield, Scitex America Corp., Eikonix and others are participating in the standardization process. The spokesman said this move was in response to requests from equipment users for the transfer of color picture data from one system to another.

- Crosfield Electronics also is in the news for its **acquisition of Hastech Inc.**, a major supplier of front-end and pagination systems.

The acquisition by Crosfield and its parent, De La Rue Co. p.l.c. of Great Britain, was approved by stockholders in April. The new company will be known as Crosfield Hastech.

- Flint Ink Corp. **purchased the assets of Capitol Printing Ink Co.** Capitol, based in Washington, D.C., will continue to operate under that name but it will act as a subsidiary of Flint.

Capitol manufactures web offset inks and commercial sheet-fed inks and has nine plants on the East Coast, the South and the Midwest.

With the acquisition, Flint, a manufacturer of newspaper and other inks, now has 45 plants in the United States and Mexico.

TECHNOLOGY CALENDAR

- **TypeView '86,** a briefing on typesetting trends, will be conducted by the National Composition Association June 11 at the Adams Mark Hotel in Philadelphia.

- The **Mycro-Tek Users Group** will meet June 20 at the Georgia World Congress Center in Atlanta.

- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.

- Printing Industries of Mid-America Inc. will sponsor **Mid-America Printing Exposition '86** June 22-24 at the Cervantes Convention Center in St. Louis.

- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.

- Seybold Seminars will hold its first **Desktop Publishing Conference and Trade Show** Sept. 3-6 at the Hyatt Regency San Francisco.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- The **48th Annual New England Newspaper Operations Conference** (formerly NE Newspaper Mechnical Conferrence) will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **Graphic Arts Marketing Information Services 20th Anniversary Meeting** will be Oct. 1-3 at the St. Paul Hotel in St. Paul. GAMIS is affiliated with Printing Industries of America.

- The Society of Photographic Scientists and Engineers will hold its **26th Fall Symposium and 5th International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

- The National Printing Equipment and Supply Association will hold its **Print Outlook** conference Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

- Expoconsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

Norfolk Southern increases offer for Conrail

Norfolk Southern Corp. increased its purchase offer for Conrail by $700 million to $1.9 billion. However, the company said it will not pursue its plan to acquire the government-owned railroad beyond the current session of Congress.

Before Norfolk Southern increased its bid, Conrail Acquisition Corp. did likewise, raising its offer from $1.65 billion to $1.8 billion.

CAC comprises two New York investment firms, Allen & Co. and First Boston Corp. CAC said it would continue Conrail operations under current management [**presstime**, April 1986, p. 59].

Conrail on April 1 marked its 10th anniversary as an operating railroad. It has achieved five straight years of profitability, earning $442 million in net income last year and $500 million in 1984. ☐

Strike called off against 3 railroads

A strike by the Brotherhood of Maintenance of Way Employees against three railroads—the Maine Central, Delaware and Hudson, and Boston & Maine—was called off in May when President Reagan appointed a special emergency board.

A 60-day cooling-off period is in effect until mid-July. The President's action came as the strike spread to the Richmond, Fredericksburg & Potomac Railroad and to Conrail [**presstime**, May 1986, p. 84].) ☐

Trucking deregulation bill introduced

Legislation recently was introduced to eliminate government rate and entry controls over the nation's trucking industry effective Oct. 1, 1987.

The bill, S2240, also would eliminate as of July 1, 1990, the industry's antitrust immunity that permits carriers to meet the set freight rates. Government oversight for safety, insurance and cargo liability would be retained and transferred to the Department of Transportation.

Similar legislation was introduced in the House last year. ☐

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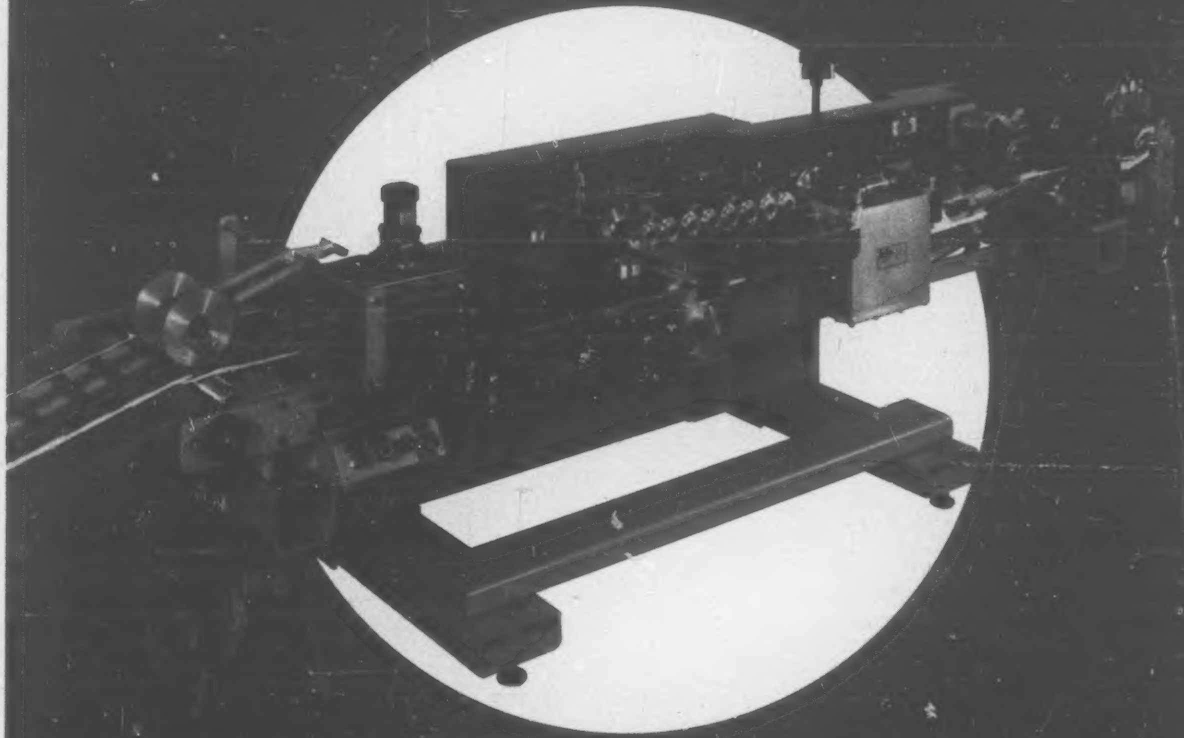

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Average growth seen for reporting jobs

Job prospects for reporters and correspondents have not changed in the past two years, according to the U.S. Department of Labor's newly-released 1986-87 edition of the *Occupational Outlook Handbook*.

The department's Bureau of Labor Statistics updates the book every two years to reflect changes in the economy and the outlook since the previous edition. As in the 1984-85 edition, BLS said the employment of reporters and correspondents is expected to grow "about as fast" as the average for all occupations through the mid-1990s [presstime, Nov. 1984, p. 52].

Occupational Outlook Handbook
1986-87 Edition

Reporters and correspondents held about 69,000 jobs in 1984, BLS reported. Nearly three of every four worked for newspapers.

The government report said that the need to replace experienced reporters and correspondents who leave the occupation each year will account for the vast majority of all job openings. "Compared to other professional workers," BLS said, "a somewhat larger proportion of reporters and correspondents transfer to other occupations—reflecting the somewhat stressful and hectic nature of the job. Some people decide they don't like the lifestyle and transfer to other occupations where their skills are valuable, especially public relations and advertising work."

In a change from two years ago, the report noted that some big-city dailies may increase the size of their reporting staffs, although competition for reporting jobs on large metropolitan newspapers will be keen.

Persons without at least a bachelor's degree in journalism will face increasingly stiff competition for entry-level jobs, BLS said, noting that newspapers in small towns and suburban areas offer the most opportunities for beginning reporters.

The bureau expects enrollments in journalism education programs to continue rising "moderately" through the mid-1990s. Because of this, college teaching opportunities are expected to be good for those with a Ph.D. degree and practical reporting experience, and for some "highly qualified" reporters with a master's degree.

Each year, BLS noted, thousands of people with college degrees in English, journalism, communications and the liberal arts seek writing and editing jobs. Many end up in other occupations because the number of qualified people "greatly exceeds" the number of positions available, "despite the high turnover" in writing and editing jobs.

In newspaper production areas, BLS noted that computerized equipment has shifted much of the work away from traditional craft occupations to photocomposition occupations "that require little more than competent keyboarding skills." At the same time, however, BLS said newspapers will provide more new jobs for compositors and typesetters than any other sector of the printing industry. But composing and typesetting jobs with lower skill requirements will grow at the expense of traditional craft jobs.

In a change from the 1984-85 report, BLS said that employment of printing press operators is expected to grow about as fast as the average for all occupations through the mid-1990s. Two years ago, this type of employment was expected to grow slower than the average. The new report said that the increased use of color will contribute to job growth. Employment of photoengraving workers is expected to decline.

Overall, both BLS and The Conference Board in New York City, a privately funded research organization, predicted that the largest job growth during the rest of the century will be in the service industries.

"More and more, employment will focus on maintaining and increasing the quality of life—with more services, and not so much more goods," said Audrey Freedman, executive director of The Conference Board's Human Resources Program.

"Printing and publishing is the only manufacturing industry that is still growing," Freedman said. *—Clark Newsom*

Discharge upheld in drug-related arbitration

A cocaine-addicted employee in the circulation department of The Seattle Times was properly discharged for theft of company funds, an arbitrator has ruled.

The grievant was a district adviser responsible for supervising carriers and collecting subscription payments from them. He was fired Aug. 20, 1985, after confessing to the assistant circulation manager that he had taken about $2,500 from the company to support a cocaine habit and could not replace the money before the theft would be discovered.

He also admitted to taking $300 in January 1985 and $900 in May of that year. On those occasions, however, he replaced the money before routine accounting procedures would have discovered the shortages.

Arbitrator Philip Kienast noted that subsequent to his discharge, the grievant entered and successfully completed a drug treatment program. He also made arrangements to repay the money he took.

The Pacific Northwest Newspaper Guild, the grievant's representative, contended that the company violated a provision in the labor agreement prohibiting the discharge of an employee because of, among other things, "the presence of any sensory, mental, or physical handicap." The union argued that the grievant was mentally handicapped by his cocaine addiction, and that the theft was related to the handicap.

The company, however, pointed out that the grievant had not been discharged for cocaine addiction but for theft.

Arbitrator Kienast said that while the labor agreement requires the employer to accommodate employees with handicaps, "it does not require it to accommodate thieves."

Kienast, a professor at the University of Washington's Graduate School of Business Administration, also found that the grievant was not entitled to some $20,000 in dismissal pay.

The labor agreement provides for dismissal pay except in cases where an employee is discharged for "gross misconduct."

"In the arbitrator's opinion," Kienast said, "if theft extending over the time and for the amounts involved here is not gross misconduct, it is hard to conceive what would constitute gross misconduct." ☐

Washington Post must pay Guild for dues lost, court rules

A federal appellate court has ruled that The Washington Post must reimburse Local 35 of The Newspaper Guild for dues lost as a result of the newspaper's advising four columnists incorrectly that they were exempt from coverage under a labor agreement.

The decision by the U.S. Court of Appeals, District of Columbia Circuit, upheld an earlier ruling by Arbitrator Seymour Strongin who ordered the payment of more than $8,000 in dues in 1983 after he found the newspaper had violated the labor agreement [presstime, Jan. 1984, p. 51].

The Post went to the appellate court after a lower court upheld Strongin's award. On appeal, the newspaper did not challenge the arbitrator's finding that the columnists were covered by the agreement. Instead, it contended that the Labor Management Relations Act precludes an arbitrator from ordering an employer to reimburse a union for dues lost as a consequence of a breach of contract.

Section 302 of the act generally forbids an employer from paying money to a labor organization. The court, however, noted there are some limited exceptions to that general prohibition. One exception permits deductions of dues from wages with the written permission of employees. Another allows for payments in satisfaction of an arbitrator's award.

The court ruled that if one exception is applicable, the general prohibition "does not operate." Although one exception would not permit the payment of dues, another one would, and "thus the payment is lawful."

"The rule we adopt in this case, although novel in the sense that we have not previously addressed the question, is straightforward and grounded in practical reality," the court said. "The Post, as the arbitrator found, violated the terms of the collective bargaining agreement. The Guild suffered as a consequence of that breach. The arbitrator properly determined that the Post should compensate the Guild for that breach."

(The Washington Post v. Washington-Baltimore Newspaper Guild, USCA DC No. 85-5193) ☐

NLRB upholds California daily on wage issue

The National Labor Relations Board has affirmed an administrative law judge's dismissal of allegations that the Ventura County (Calif.) Star-Free Press in Ventura violated the Taft-Hartley Act by unilaterally withholding so-called "step" wage increases from editorial department employees.

Charges in the case were filed by an affiliate of the Graphic Communications International Union.

The judge found, and the board agreed, that the union had waived any right it may have had to bargain over the increases by failing to demand bargaining in a timely manner [presstime, Jan. 1986, p. 61].

"We have carefully examined the record and find no basis for reversing the findings," the board said.

(Ventura County Star-Free Press, 279 NLRB No. 64) ☐

NLRB elections

Cincinnati Suburban Press, Guild: Editorial employees of the group of 19 weeklies voted 24-19 against representation by Local 9 of The Newspaper Guild.
(NLRB Case No. 9-RC-14850)

Gary (Ind.) Post-Tribune, Guild: Advertising department employees voted 28-17 against further representation by Local 14 of the Guild.
(NLRB Case Nos. 13-RD-1671, 13-RM-1433)

Leavenworth (Kan.) Times, ITU: Production employees voted 3-1 against further representation by Local 45 of the International Typographical Union.
(NLRB Case No. 17-RD-1030)

Central Maine Morning Sentinel, Waterville, Guild: Editorial employees voted 25-9 in favor of representation by Portland Guild Local 128.
(NLRB Case No. 1-RC-18654)

Recent contract settlements

Chicago Sun-Times, Guild: Three-year agreement covering editorial and library employees; retroactive to June 1, 1985.

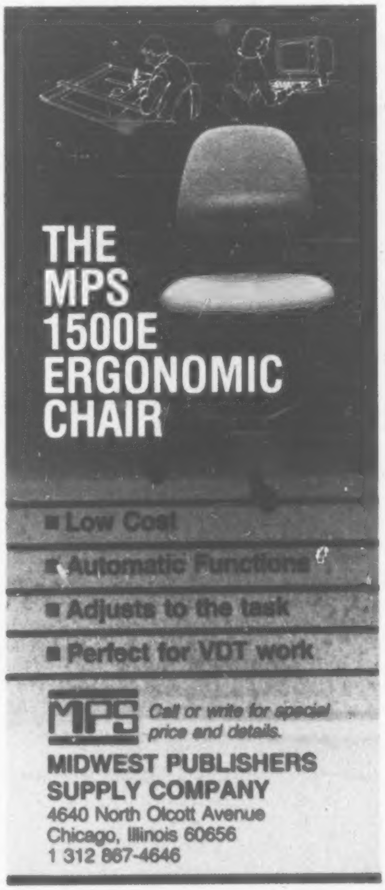
Rocky Mountain News, Denver, ITU: Two-year agreement covering mailroom employees; retroactive to May 1, 1985.

Philadelphia Inquirer and Daily News, GCIU: Fifty-month agreement covering photoengravers; retroactive to July 1, 1985.

Seattle Times, ITU: Three-year agreement covering mailroom employees; retroactive to March 16, 1985.

Globe and Mail, Toronto, Guild: Two-year agreements covering employees in the editorial and library departments and the maintenance-delivery department; retroactive to July 1, 1985.

(Details in June 1986 ANPA Labor & Personnel Relations Letter.)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Work stoppages hit newspapers in Philadelphia and Victoria, B.C.

The U.S. District Court in Philadelphia May 7 issued a temporary restraining order against an independent mailers' union at The Philadelphia Inquirer and Philadelphia Daily News prohibiting interference with production of the Inquirer.

Judge Norma L. Shapiro had issued an order earlier against the Newspaper & Magazine Employees Union as a result of a 30-minute work stoppage during production of the Daily News [presstime, May 1986, p. 74]. The latest order resulted from an April 23 work slowdown involving the Inquirer and arising from a dispute over job assignments.

The company will seek damages from the union through arbitration.

There also was a two-hour work stoppage April 9 by members of Pressmen's Union No. 16, a subsidiary of the Graphic Communications International Union. The union admitted it was liable for $35,000 in damages resulting from a delay in publication of the Inquirer. The money will become payable in the event of another work stoppage during the life of the labor agreement which expires in 1989. The April 9 dispute involved a union protest over apprentices working as journeymen.

Elsewhere, members of the International Typographical Union refused to work for nearly seven hours March 24 at the Victoria (British Columbia) Times-Colonist during a jurisdictional dispute with The Newspaper Guild over the handling of classified advertising. The ITU members returned to work after a meeting with officials of the province's labor relations board.

The dispute, which was resolved in favor of the ITU, did not prevent publication and distribution of the Times-Colonist. ☐

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Court affirms decision upholding Guild on strike paper

Local 120 of The Newspaper Guild did not violate a labor agreement with The Wilkes-Barre (Pa.) Times Leader by preparing to publish a competing paper before striking the newspaper, according to a federal judge who has affirmed an arbitrator's earlier decision.

Arbitrator Robert F. Koretz had ruled in 1984 that the labor agreement was no longer in effect when the union struck the newspaper on Oct. 6, 1978, and began publishing a paper called the Citizens' Voice [presstime, Aug. 1984, p. 50].

The Times Leader subsequently filed a motion in U.S. District Court in Scranton seeking to overturn Koretz's decision, and the court remanded the dispute to Koretz on the issue of whether the union's prestrike preparation to publish the Citizens' Voice violated the agreement.

Koretz issued his supplemental opinion Jan. 3, 1986, upholding the union. The Times Leader again asked the court to set aside the decision, but on April 11 U.S. District Judge William J. Nealon Jr. denied the company's request.

The Times Leader is appealing Nealon's ruling.

(Wilkes-Barre Publishing Co. v. Newspaper Guild of Wilkes-Barre, Local 120 et al., USDC MD Pa. No. 79-1181 Civil) ☐

Judge overturns ruling on union membership

An arbitration award based on an unlawful provision in a labor agreement between The Daily Star of Oneonta, N.Y., and Utica Typographical Union No. 62 has been overturned by a federal judge.

The dispute involved a section of the agreement stating that the composing room foreman must be a member of the union.

Arbitrator Francis P. Mulderry had upheld the union's position that the newspaper violated the agreement when it permitted the foreman to do bargaining-unit work following his suspension from membership in the union because he stopped paying dues.

Acting on a motion by The Daily Star, U.S. District Judge Howard G. Munson found the so-called "members only" provision was illegal and granted the newspaper's request to vacate the award.

(The Oneonta Daily Star and Utica Typographical Union No. 62, USDC NDNY No. 85-CV-957) ☐

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ANPA Director/Technical Research George Cashau (right) explains the keyless inking system of the ANPAPRESS® during a visit by Graphic Communications International Union officials to The Newspaper Center in Reston, Va. GCIU President James J. Norton (center) stands in front of ANPA Vice President/Human Resources Roy W. Anderson (partially hidden) and is flanked by GCIU Information Director William Moody (to Norton's right) and board member George Tedeschi. ANPA Manager/Labor Relations Charles D. Cole is at far left.

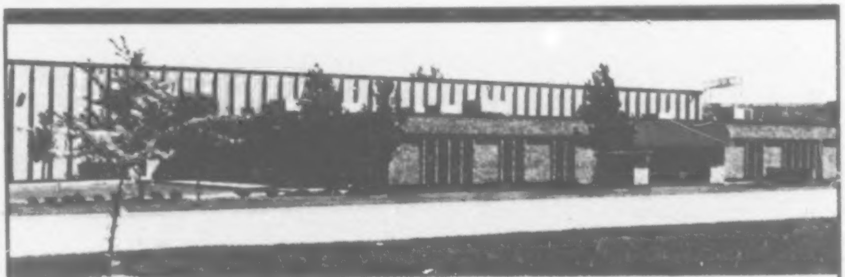
Court dismisses Cleveland printers' suit

The 6th U.S. Circuit Court of Appeals has upheld dismissal of an antitrust suit filed by a group of former printers at the now-defunct Cleveland Press.

The printers alleged that the closing of the Joseph Cole-owned paper in 1982 and the purchase of certain of its assets by The Plain Dealer of Cleveland was part of a conspiracy to deprive them of a contract guarantee of lifetime employment.

U.S. District Judge Ann Aldrich ruled that the printers had not proved they were the targets of alleged antitrust violations [presstime, April 1985, p. 54].

(Province et al. v. Cleveland Press Publishing Co., USCA6 No. 85-3313) ☐



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New law mandates health-plan coverage for beneficiaries

Beginning in July, most employers will be required to offer continued health-plan benefits to certain former plan participants and their dependents who previously would not have been covered.

The extended coverage is required by the Consolidated Omnibus Budget Reconciliation Act signed April 7 by President Reagan.

Employers with fewer than 20 employees are not affected by the act.

The new law requires the sponsor of a group health plan to offer continued coverage on a self-pay basis to dependents of an employee who dies.

There also are other "qualifying events" that can trigger continued coverage to employees and dependents who otherwise would have lost it, such as an employee's termination of employment for reasons other than gross misconduct and the divorce or legal separation of an employee.

In the case of termination of employment, coverage ends after 18 months. In all other cases, coverage ends 36 months after the qualifying event.

Extended coverage also ends if a beneficiary fails to pay the required premium or becomes covered under another health plan.

Health plans are permitted to charge beneficiaries a premium not to exceed 102 percent of the regular premium.

The main problem employers will have with the law "is setting up the administrative system to notify and keep track of dependents," said Robert E. Brophy, vice president of human resources for Scripps Howard in Cincinnati. ☐

Pension premium rises

The annual premium paid by single-employer pension plans to the Pension Benefit Guaranty Corp. has been increased from $2.60 to $8.50 per year per participant for plan years beginning after Dec. 31, 1985.

PBGC is the government agency that assumes liabilities of pension plans that are terminated [presstime, March 1982, p. 4].

The increase was mandated by the Single-Employer Pension Plan Amendments Act of 1986, signed April 7 by President Reagan.

The legislation made no changes in multiemployer plans. ☐

Legislators active in workers' compensation changes

More than 230 new state laws covering nearly every aspect of workers' compensation were enacted in 1985, the U.S. Chamber of Commerce reported.

The chamber's new *Analysis of Workers' Compensation Laws* said that maximum benefits increased in 46 states last year. Forty-one states and the District of Columbia now provide for the automatic adjustment of maximums annually, based on the average weekly wage in a given state.

Although workers' compensation laws initially had no specific provisions for occupational diseases, now all states recognize responsibility for them, the report noted.

The difficulty of distinguishing between work-related permanent hearing loss and loss of hearing caused by nonoccupational factors has resulted in enactment of special provisions in 16 states, seven of which reduce benefits for loss caused by aging, the chamber noted.

U.S. employers now spend more than $22 billion annually to insure or self-insure their work injury risks, the report noted [presstime, July 1985, p. 12]. The analysis "is most timely in view of renewed interest in recapturing effective control" over costs, said Deborah D. Cumberland, assistant manager in the chamber's Office of Special Projects.

The 46-page report contains 16 detailed charts comparing key provisions in state laws.

Copies are available at $12 each from the U.S. Chamber of Commerce, 1615 H St. N.W., Washington, D.C. 20062; (301) 468-5128. ☐

Independent union may affiliate with GCIU

The leadership of an independent union at Dow Jones & Co., publisher of The Wall Street Journal and other publications, will vote June 14 on whether to approve an affiliation agreement with the Graphic Communications International Union.

The board of directors of the Independent Association of Publishers' Employees Inc. voted 18 to 5 in April to seek affiliation with the GCIU rather than with The Newspaper Guild, the International Typographical Union or the Communications Workers of America. An affiliation proposal was worked out at a May 6 meeting in New York City between representatives of the IAPE and the GCIU.

IAPE President Eric Frankland said that if two-thirds of the board members present and voting approve the agreement, it will be submitted to the membership this fall. An affiliation must be approved by two-thirds of the members, he said.

Frankland said the independent union, which was founded in 1937, represents about 2,000 Dow Jones employees in facilities across the country. ☐

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Two more family-owned newspaper companies sold

Two longstanding family newspaper dynasties came to an end in May with the sale of the Bingham family's newspapers in Louisville and the Jackson family's in New Haven, Conn. Combined, the sales fetched nearly $500 million, and the Louisville price alone was said by analysts to be the largest ever paid for a newspaper property.

Gannett Co. on May 19 announced the purchase of The Courier-Journal and The Louisville Times for about $300 million.

Two days later, Ingersoll Publications announced the purchase of the New Haven Register and the Journal-Courier. Depending on stock evaluations and property appraisals, the price was between $170 million and $200 million, said Lionel Stewart Jackson Sr., chairman of Jackson Newspapers Inc.

BUSINESS ROUND-UP

Barry Bingham Sr., 80, who controls 95 percent of the family voting stock, said he was forced to sell because his three children, Barry Jr., Sallie and Eleanor, could not resolve their bitter disputes over the holdings. Three generations of Binghams had owned the newspapers.

One man's tragedy is another's triumph. In buying the venerable Louisville papers, Allen H. Neuharth, 62, Gannett's chairman, completed his third major newspaper purchase within a year. Neuharth outbid competitors in purchasing the Des Moines Register and Tribune Co. last fall for $200 million and the Evening News Association of Detroit in February for $717 million, an acquisition that included several broadcast properties in addition to the metro paper [presstime, Oct. 1985, p. 60].

A day after Neuharth exuberantly referred to his three most recent acquisitions as the "triple crown," he stunned his colleagues by announcing at Gannett's annual meeting that he will step down as chief executive officer while remaining as chairman. John J. Curley, 47, will move up to CEO from chief operating officer, and he will continue to serve the Arlington, Va.-based company as president.

With the Louisville acquisitions, Gannett—the largest newspaper group in the United States—owns 93 dailies and 40 non-dailies, plus eight television stations, 15 radio stations and the largest outdoor advertising operation in North America.

The company has not announced how it will pay for the Louisville deal, but if it finances the $300 million, its long-term debt will climb toward the billion-dollar mark. Yet many newspaper analysts said they feel this is hardly more than a minor annoyance for the prosperous corporation and its ample cash flow.

According to several analysts, however, Gannett paid an excessively high price. John Morton of Lynch, Jones & Ryan in Washington, D.C., said he had put the value of the Louisville newspapers at between $150 to $200 million. And according to a source quoted by The New York Times, Gannett's offer was $40 million higher than that of the next-closest bidder, The Washington Post Co. The only other bidder was the Tribune Co. of Chicago.

Many observers are anticipating staff cutbacks in Louisville. In Rochester, Gannett runs a morning and evening news operation—combined circulation 230,000—with a news staff of slightly over 200; the 296,000-circulation Louisville papers have 314 on the news-side payroll.

The Newspaper Guild has begun a campaign to organize newsroom employees there, a move the union said came at the invitation of several reporters.

Analyst Bruce Thorp, also of Lynch, Jones & Ryan, estimated the purchase will reduce Gannett's earnings by 8 cents a share by the end of this year and 12 cents a share by the end of 1987. But by 1990, he predicted, the Louisville papers will begin to contribute to Gannett's profits, as local profits work their way up and interest expense on the money borrowed goes down.

Some analysts also raised eyebrows about the $170 million to $200 million paid for the New Haven papers—about three and a half to four times their combined annual revenue. The 90,618-circulation Register had been in the Jackson family since 1895, and the 37,829-circulation Journal-Courier since 1926.

Lionel Stewart Jackson Jr., who will remain as president and publisher of the newspapers, did not say why the family had decided to sell after three generations of family ownership.

Ingersoll Publications, which has headquarters in Lakeville, Conn., already owned 114 U.S. newspapers, including 27 dailies. Excluding the New Haven sale, it has invested more than $300 million in newspaper acquisitions in recent years.

In other newspaper-business activity:

- One day after members of the Pulitzer family moved to assure that ownership of the St. Louis Post-Dispatch and other media properties would remain in the family, an outsider who has offered to buy Pulitzer Publishing Co. sued the firm.

Taubman Media Inc. of Detroit, in a lawsuit filed May 21 in a state court in St. Louis, is seeking $150 million in damages. The suit alleges that the Pulitzers persuaded dissident family members not to honor an option that Taubman holds to buy a 20.6-percent share of the Pulitzer holdings for $100 million. Taubman has offered $625 million for the entire company [presstime, May 1986, p. 87].

Three grandsons of founder Joseph Pulitzer—Joseph Pulit-

Neuharth (left) and Barry Bingham Sr. announce $300-million sale.

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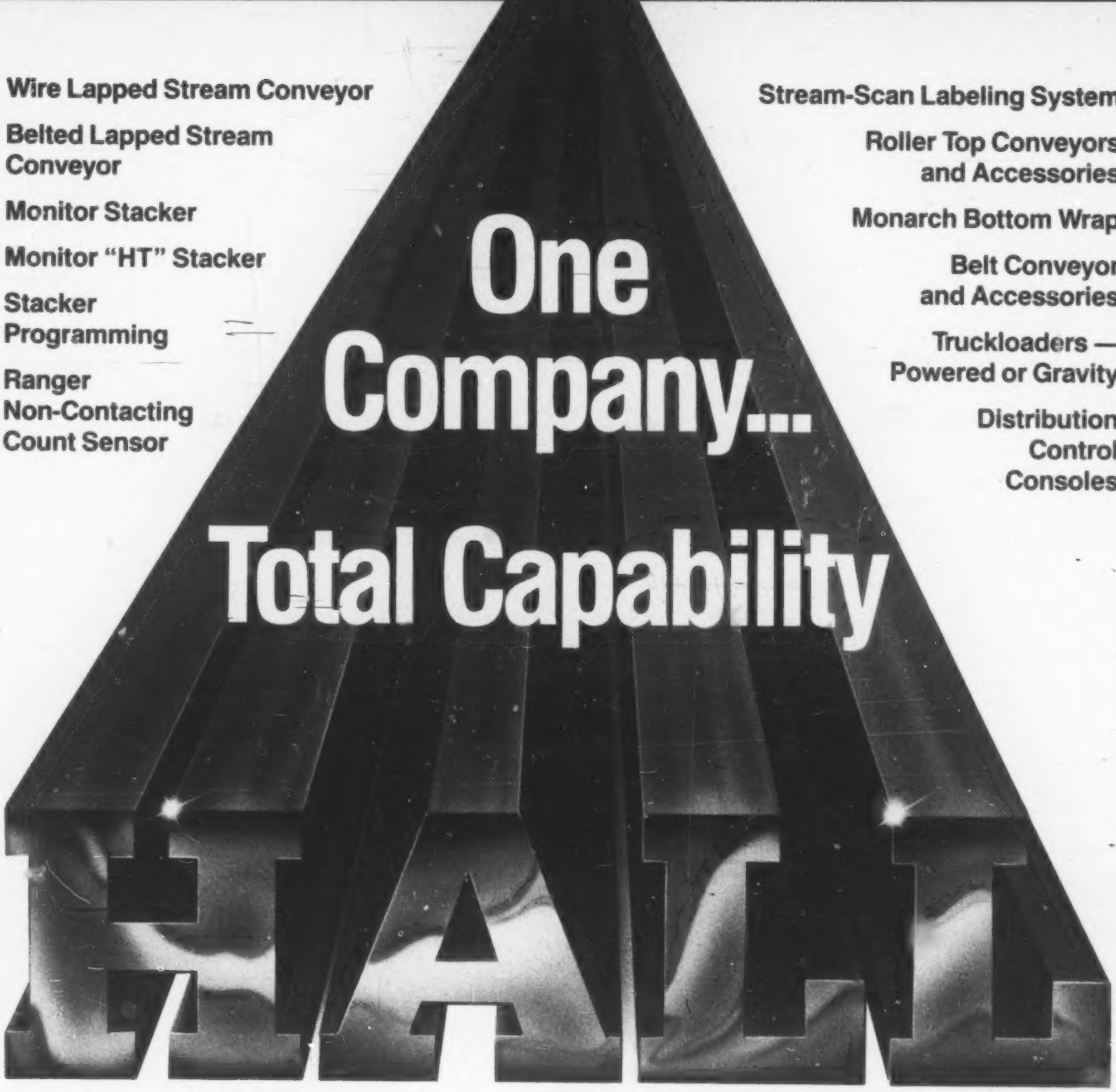

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HALL 24400 Sperry Drive, Westlake, OH 44145 216-835-0700 • Telex: 985-258 zer 3d, Michael E. Pulitzer and David E. Moore, who control 57 percent of Pulitzer company stock—purchased another 22 percent May 14 from their nephews. Then on May 20, they agreed to a settlement with the remaining family holdouts—Kate Davis Pulitzer Quesada and other relatives. This settlement, if it holds up, would keep 100 percent of the company stock in Pulitzer family hands.

Taubman claims the Pulitzers induced the Quesadas not to honor his option to buy, a charge the company denies.

- Also in St. Louis, a new daily folded after publishing only a week. One of the partners in the Daily News venture was Jeffrey M. Gluck, who last year was forced from his position of publisher of the St. Louis Globe-Democrat after the newspaper declared bankruptcy [presstime, Jan. 1986, p. 62].

- In Washington state, another family newspaper dispute erupted. Phoebe Cowles, owner of 12.2 percent of Cowles Publishing Co. in Spokane, filed suit asking that she receive a "fair return" on her investment, or that a trust controlling her shares be broken up and that she be allowed to sell the stock at a fair price.

Cowles Publishing Co., which includes The Spokesman-Review and Spokane Chronicle and other holdings, is worth an estimated $225 million, according to a company spokesman.

- News Corp., Rupert Murdoch's international communications company, said it plans to ease its current financial burden by selling its shares of publicly traded Reuters stock. Murdoch's firm owned a 7.7-percent block of the international news service. Murdoch's rapidly expanding company, which has incurred about $3 billion in debt, expects to receive about $200 million in the transaction.

—Gene Goltz

Minority hiring efforts gain speed

Vivyen J. Ray, manager of staffing and college relations of Gannett Co. Inc., addresses seminar.

Increasing support for minority employment at U.S. newspapers became more evident in May on several fronts.

Executives of 24 newspapers attended a seminar on the subject at the American Press Institute in Reston, Va., and ANPA Foundation published a "how-to" manual. Both initiatives were products of the Task Force on Minorities in the Newspaper Business, formed more than a year ago by a wide range of newspaper associations [presstime, May 1986, p. 88]. In addition, the National Association of Black Journalists announced plans to move its national headquarters to The Newspaper Center in Reston this fall.

Following the May 18-19 seminar, sponsored by API in cooperation with ANPA Foundation and the task force, API Director Frank Quine said the discussion could be summed up in the words of one publisher who said after the seminar he had a "two-word mandate": "Do it."

"There are no more excuses," Quine said the publisher remarked.

While particulars of the discussions were not disclosed, Quine said participants saw minority hiring as a "two-tiered" problem. Most of those attending already have a sizable number of minorities in entry-level positions on their staffs and are looking at moving them up, he said, but many other papers (primarily small ones) have little or no minority staffing at any level.

The manual is primarily directed toward such newspapers.

Billed in the introduction as "neither the last word nor the first alarm," the 28-page publication outlines ways to recruit, hire, train, promote and provide staff development for minority employees.

According to Foundation Chairman and President Edwin L. Heminger, editor and publisher of The Courier in Findlay, Ohio, the manual is a "key first step" in the Foundation's five-year plan to increase minority employment in all departments of U.S. newspapers.

The Foundation has distributed copies of the booklet to the task force, to publishers of ANPA member-newspapers and to members of the Newspaper Personnel Relations Association.

Additional copies of "Recruiting and Retaining Newspaper Minority Employees" can be purchased for $5 each from the Foundation.

Also in May:

- The Foundation said July 25 is the application deadline for its next group of minority fellowships. Paying tuition, travel and board for minorities to attend management seminars, the fellowships are designed to increase opportunities for minorities in newspaper management.

Denise Johnson

- The American Society of Newspaper Editors appointed a new minority affairs director, Denise Johnson, who has been a copy editor for the St. Paul Pioneer Press and Dispatch. A former NABJ vice president, Johnson is a graduate of Carleton College in Northfield, Minn., and of the Institute for Journalism Education's Editing Program for Minority Journalists. She replaces ASNE's first minority affairs director, Carl E. Morris, who resigned. ☐

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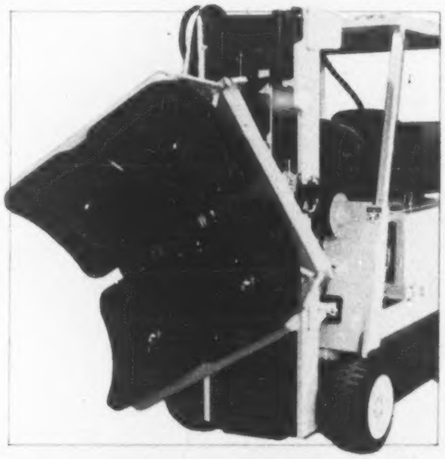

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Truce set on common classifieds

Thirteen separately owned weekly newspapers in Minnesota have signed an agreement with state Attorney General Hubert H. Humphrey III, ending an antitrust investigation into their commonly produced and distributed classified advertising supplement.

Humphrey's office had charged that the newspapers were engaged in price fixing and territorial allocation in violation of state antitrust law.

An attorney for the newspapers, Mark R. Anfinson, said they "vehemently disagree" with the attorney general's allegation but decided not to challenge it because of the legal costs involved. To resolve the dispute, they signed an "assurance of discontinuance" in which they agreed to refrain from such practices in the future.

The newspapers, all in west central Minnesota, were the first in the state to start a joint classified section, known as the Minnesota Western Peach, in 1966. It got its name from the peach-colored newsprint on which it originally was printed.

Since entering into the agreement, the group has altered its operations to address the attorney general's concerns. Anfinson declined to provide specifics but said the Minnesota Newspaper Association will sponsor a seminar this month to explain the changes for other newspapers in the state that produce similar, common classified sections. The seminar fees will help defray the legal costs incurred by the newspapers during the state investigation.

According to Anfinson, the probe resulted from a complaint lodged by a participant in the advertising arrangement. Anfinson was unaware of any other government investigation of common classified sections. ☐

UPI may be out of Chapter 11 soon

By the second week of this month, United Press International could be out of Chapter 11 bankruptcy and under ownership of Mexican publisher Mario Vazquez-Rana and Houston businessman Joe Russo.

UPI's creditors in late May were examining a reorganization plan on which they were to cast approving or disapproving votes by June 9. A "confirmation hearing" is scheduled June 10 in U.S. Bankruptcy Court, Washington, D.C., where Judge George F. Bason may formally discharge the wire service from bankruptcy, a UPI spokesman said. Ownership would change hands three days later.

Under terms of the reorganization plan, creditors to whom UPI owes less than $3,000 would be paid off in full, as would all employees who are due work-related reimbursements. Creditors owed more than $3,000 would receive 40-50 cents on the dollar, depending on final plan terms.

Creditors received the final reorganization plan after Bason approved its submission to them May 12. His decision followed word that Vazquez-Rana, UPI management, current UPI owners Douglas F. Ruhe and William E. Geissler, and competing UPI bidder Financial News Network had agreed to settle out of court a series of lawsuits threatening the sale [**presstime**, May 1986, p. 89]. The parties reached final agreement May 20. ☐

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the Mexico (Mo.) Ledger, daily circulation 10,996.

The Lorain (Ohio) Journal Co. acquired The Lake County Telegraph, Painesville, Ohio, daily circulation 15,352, which was then merged with the Lake County News-Herald of Willoughby, Ohio. Both newspapers are part of the Horvitz Newspaper Group, Valley View, Ohio.

Ingersoll Publications Co. of Lakeville, Conn., acquired The Tribune Chronicle of Warren, Ohio, daily circulation 41,936.

Media Mix Associated Enterprises Inc. of San Diego, acquired the Vista Morning Press of San Marcos, Calif., daily circulation 5,019, from Morris Newspaper Corp. of Savannah.

Boone Newspapers Inc. of Tuscaloosa, Ala., acquired The Troy (Ala.) Messenger, daily circulation 3,500.

Leslie Zygmond of Helena, Mont., acquired The Tiller and Toiler of Larned, Kan., daily circulation 2,805.

The Observer Publishing Co. of Washington, Pa., acquired two Pennsylvania dailies: the Democratic Messenger of Waynesburg, daily circulation 5,021, and The Daily Herald of Monongahela, circulation 4,357. ☐

Metro Sunday plans syndication to help local magazines

Metropolitan Sunday Newspapers has announced a three-step program to broaden the content of locally edited Sunday magazines.

Starting this month, Metro Sunday will syndicate several articles from the local magazines to its full network of 45 magazines. Reprinting will be at the option of the local magazines, whose combined circulation is about 21 million.

Also participating in the MSN Syndication Service is the newly redesigned magazine of the Los Angeles Times, which is not a member of the Metro Sunday network that sells national advertising for its members [**presstime**, April 1986, p. 12].

Beginning in the fall, Metro Sunday plans two other initiatives to augment the locally oriented content of the magazines. According to Alexis Parks, director of corporate communications and special projects, Metro Sunday will include excerpts from current non-fiction books and will commission articles by nationally prominent writers. ☐

Creative marketing topic of fall seminar

The ANPA Circulation and Readership Committee and five other media groups will hold a "Creative Marketing Strategies Conference" Oct. 16-17 at the Hyatt Regency O'Hare, Chicago.

The event will focus on ways of satisfying reader and advertiser needs. Topics to be covered include single-copy sales, promotion, weekday-versus-weekend circulation and targeting markets.

Chairman of an industry-wide committee planning the conference is USA Today President Thomas Curley. ☐

Corrections

In the May article about newspapers in New Zealand, because of an editing error, the full name and title were omitted for Mike Robson, managing director of Independent Newspapers Ltd.

* * *

A former ANPA Foundation employee, Darlene Green, was incorrectly identified in a cutline in the May issue (p. 88) as Debra A. Castelan of the Institute for Journalism Education.

Presstime regrets the errors. ☐

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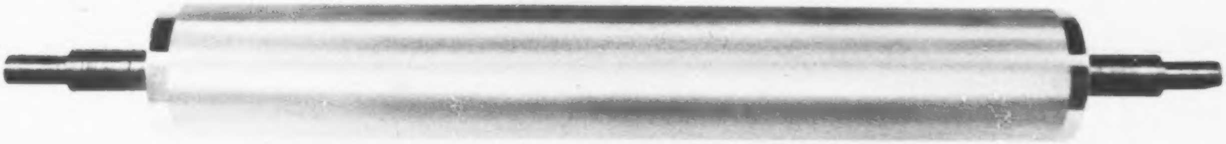

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Speeches

D. Charles Whitney

Richard A. Trea

Melissa Cook

Katherine P. Davis

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Mission of Newspapers in America
ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc., Miami. Remarks made in receiving the Isaiah Thomas Award, Rochester Institute of Technology, April 8

The Future of Newspaper Advertising
James Hoge, president and publisher, New York Daily News. Newspaper Advertising Sales Association meeting, New York City, Feb. 6

Pressroom Accessories You Should Know About
Homer E. Taylor Jr., vice president/marketing and supply, Scripps Howard, Cincinnati (delivered in his absence by Darryl M. Wharton, vice president and general manager, Scripps Howard Supply Co.). ANPA Pressroom Options III Symposium, Chicago, March 19

Three Blind Mice of Journalism
Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. ASNE annual convention, Washington, D.C., April 9

Strong, Free Nations and Strong, Free Newspapers Are Inseparable!
ANPA Executive Vice President and General Manager Jerry W. Friedheim. International Federation of Newspaper Publishers annual congress, Lisbon, Portugal, May 27

Can Uncle Sam See Past His Nose?
U.S. Sen. John C. Danforth (R-Mo.). ANPA Government Affairs Committee meeting, Washington, D.C., March 7

Newsprint: New Perspectives
Brian F. Topp, senior financial analyst, Midland Doherty Ltd., Toronto. ANPA Annual Convention, San Francisco, April 22

The News Media and the Public Trust: The Rise and Fall of a Public Issue
D. Charles Whitney, research coordinator, Gannett Center for Media Studies, Columbia University, New York City. McGovern Distinguished Lecture in Journalism, University of Texas, Austin, April 8

Here's What We Expect From Newspapers
Richard A. Trea, manager/market media, JC Penney Co. Inc., New York City. Inland Daily Press Association mid-winter convention, Houston, Feb. 25

From the Newspaper Research Council spring conference, Scottsdale, Ariz., April 13-16:

Making Research Work
Robert C. Momsen, vice president/marketing, St. Paul Pioneer Press and Dispatch

Getting Research Into the Trenches
Ronald Kuzoian, research director, The Boston Globe, and Kristin McGrath, president, Minnesota Opinion Research Inc., Minneapolis

Retail Strategies for Selling the Newspaper to Retailers
Melissa Cook, project director, Chicago Tribune

Newspapers and Department and Specialty Stores: Forging a Marketing Partnership
Katherine P. Davis, vice president/marketing, Marshall Field's, Chicago

CIP customer discusses quality with Gatineau mill Manager, Keith Simpson.

CIP's $1/2 billion Quality Enhancement Program specifically addresses the needs of today's newspaper publisher and commercial printer. This program is designed to ensure that CIP's newsprint and groundwood specialty products continue to meet the ever-increasing quality needs of our customers.

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Should you miss the conference, CIP would be pleased to send you more information on its $1/2 billion commitment to quality enhancement.

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ANPA *Calendar*

JUNE

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va.,
June 2-6

Libel Law and the Press: Myth and Reality Conference sponsored by ANPA and the Institute of Bill of Rights Law
Marshall-Wythe School of Law, College of William and Mary, Williamsburg, Va.,
June 5-6

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Mark Resort, Vail, Colo.,
June 18-21

ANPA Labor Relations and Technology Seminar
Georgia World Congress Center, Atlanta,
June 20-21

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta,
June 21-25

ANPA Executive Committee meeting
Georgia World Congress Center, Atlanta,
June 23

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
July 7-11

ANPA Foundation Literacy Workshop
The Newspaper Center, Reston, Va.,
July 9-10

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va.,
July 21-25

AUGUST

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va.,
Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va.,
Aug. 18-22

ANPA Executive Committee meeting
National Press Building, Washington, D.C., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center,
Sept. 2-8

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va.,
Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation NIE Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
Sept. 15-19

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C.,
Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C.,
Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk,
Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va.,
Sept. 29-Oct. 3

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Chapman names new committee chairmen, vice chairmen

Newly elected ANPA Chairman and President Alvah H. Chapman Jr. has appointed the leadership of the Association's standing committees for one-year terms. Chairmen and vice chairmen, respectively, are listed at right.

David Laventhol

John R. Harrison

Charles S. Rowe

Joseph F. Barletta Jr.

Katharine P. Darrow

James M. Moroney Jr.

Larry D. Strutton

Sandra C. Hardy

Frank A. Bennack Jr.

Gene McDavid

Uzal H. Martz Jr.

Edward W. Estlow

Alvah H. Chapman Jr.

Richard J.V. Johnson

Donald E. Newhouse

Gene Falk

Convention Arrangements—David Laventhol, The Times Mirror Co., Long Island, N.Y.; John J. Curley, Gannett Co., Arlington, Va.

Circulation and Readership—John R. Harrison, The New York Times Co.; John J. Curley

Government Affairs—Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.; Lloyd G. Schermer, Lee Enterprises, Davenport, Iowa

Human Resources—Joseph F. Barletta Jr., San Francisco Newspaper Agency; Madelyn P. Jennings, Gannett Co., Arlington, Va.

Legal Affairs—Katharine P. Darrow, The New York Times Co.; James D. Spaniolo, Detroit Free Press

Newsprint—James M. Moroney Jr., A. H. Belo Corp., Dallas; Michael E. Ryan, The New York Times Co.

***Operations Management Conference & Exposition**—Larry D. Strutton, Los Angeles Times; Homer E. Taylor, Scripps Howard, Cincinnati

Postal—Sandra C. Hardy, Calkins Newspapers, Levittown, Pa.; Gregg K. Jones, Greeneville (Tenn.) Sun

presstime Advisory—Frank A. Bennack Jr., The Hearst Corp., New York; Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan.

***Technical**—Gene McDavid, Houston Chronicle; Joe Hladky, The Gazette Co., Cedar Rapids, Iowa

Telecommunications—Uzal H. Martz Jr., Pottsville (Pa.) Republican; Robert M. Johnson, Newsday, Long Island, N.Y.

Audit—Edward W. Estlow, Scripps Howard, Denver

Executive—Alvah H. Chapman Jr., Knight-Ridder Inc., Miami

Nominating—Richard J. V. Johnson, Houston Chronicle

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Katharine P. Darrow, The New York Times Co., co-chairman

ANPA/NAB Audit Bureau of Circulations Liaison—Edward W. Estlow, Scripps Howard, Denver, chairman

ANPA/NAB Joint Postal Task Force—Donald E. Newhouse, The Star-Ledger, Newark, N.J., chairman

Joint Standing Committee of ANPA/Canadian Pulp and Paper Association Technical Section—Gene Falk, San Jose Mercury News, vice chairman

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*Appointments take effect following the Operations Management Conference & Exposition June 21-25 in Atlanta. All other appointments took effect April 23 at the end of the San Francisco Convention.

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ANPA News

Gene Goltz joins presstime as staff writer

Gene Goltz has joined presstime, replacing Barbara Friedman, who resigned.

Gene Goltz

Goltz started his newspaper career more than 20 years ago as a reporter for a small weekly in Iowa. He subsequently worked for The Houston Post, the Detroit Free Press, The Dayton Daily News, The Washington Times and other dailies.

Goltz received a Pulitzer Prize in 1965 for coverage of city-hall corruption while working at the Post and shared in another Pulitzer in 1968 for the Free Press' coverage of the 1967 Detroit riot. He also has received two Heywood Broun awards and was a Nieman Fellow at Harvard University. ☐

Two names transposed in 'Facts' book list

The 1986 "Facts About Newspapers" booklet transposed two names in the listing of the 20 largest-circulation U.S. newspaper companies.

As of Sept. 30, 1985, Dow Jones & Co. was the fifth largest company; The Times Mirror Co. was the sixth.

Only the names were transposed. The statistics relevant to the fifth and sixth largest companies were published in the proper sequence. ☐

New member

Independent-Messenger

Emporia, Va. (circulation 3,617). Walter B. Potter, publisher.

Holder available

Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

Letters

UNESCO debate affected foreign coverage

Your special report in presstime, April issue, on the rise in foreign news coverage was excellent. UNESCO was pleased, too, to see a reference to our 1985 report used as a source to show the percentage of foreign news coverage in major U.S. papers.

However . . . the article failed to cite the ongoing debate over a New World Information and Communication Order within UNESCO during the past decade as a contributing factor in raising the awareness of American journalists to the drawbacks of U.S. media coverage of foreign news in the past.

The very phrase, "going beyond 'coups and earthquakes' reporting," used in the drop-head of the article, is an echo of the complaints Third World spokesmen made years ago about Western coverage of their countries. At first, U.S. news executives, the wire services especially, denied there was any deficiency in the coverage. But then, as the debate evolved and the complaint came into focus—that the reporting was being done through Western eyes and by Western news standards only—the position began to shift. Today, that validity of that aspect of the complaints is acknowledged and changes such as the presstime article depicts—increased breadth and depth of foreign coverage—are the result.

Indicative of this change were the remarks of the AP's Lou Boccardi in Tokyo in late 1984, quoted in Asahi Shimbun: "One thing that the UNESCO debate has done, and I think it is useful, is that it has made us all the more aware and sensitive to the cultural differences in different parts of the world." Prominent among those differences is the way people view information and the media.

Or, as Leonard Sussman of Freedom House put it last May upon the occasion of receiving the 1985 Columbia Journalism Alumni Award, in a truly milestone speech: "Diversity in news and entertainment—in print, on the cable, in the fibres, on the dish—diversity is second only to the First Amendment as a guarantee of freedom."

Joseph A. Mehan
Chief, public information-USA
UNESCO
New York, N.Y.

Exchange program

I would like to express personal gratitude and that of the Journalism Department at Cal Poly State University for the excellent editor-professor exchange program initiated by the ANPA Foundation.

I went to work as a consultant/writing coach at the Tucson Citizen for one week this past summer. The experience exceeded expectations. I trained reporters, critiqued the paper on a daily basis and shared story ideas with the editors. The perspective I gained was shared with my students in the writing classes. I believe the experience was enriching both to myself and the students.

The Citizen sent its managing editor, Dale Walton, to our campus for a week. Mr. Walton acted as a resource person in writing classes and was very informative in brainstorming sessions with the staff of the campus daily.

We found the program to be very worthwhile and would not hesitate to participate in it again.

Nishan Havandjian
Associate professor, Journalism Dept.
California Polytechnic State University
San Luis Obispo, Calif.

Covering foreign news

Your article in presstime (April) on coverage of foreign news is excellent.

You have tracked down the many aspects of the story, and that was not easy. Apparently, my instinctive feeling that the new figures are exaggerated was borne out, but not as exaggerated as I guessed. I'm glad you set it all down. It reads like a definitive piece on this complex subject.

Leonard R. Sussman
Executive director
Freedom House
New York, N.Y.

Accuracy checking

Re: George Kennedy's piece (March) on showing stories to the source before publishing. I've done it for years. Not every story, of course, but when I think there is any chance that I've misunderstood anything.

Sometimes I've taken the story to the source myself, and whenever a source has asked about a story, I've offered him the story to read in full.

I think it's a good idea; could only help, can't hurt. I'd rather discover error before publication than after, and I don't need to prove to anybody that I can print what I want to.

Harry Church, publisher
Lebanon (Ill.) Advertiser

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A861

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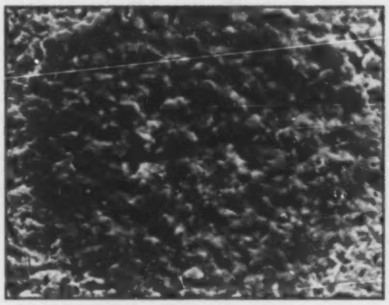

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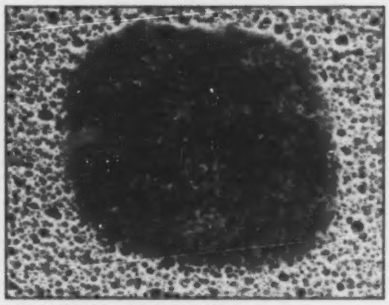

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There goes the bird cage liner

If the newspapers are piling up in the house and you're in Saudi Arabia, think twice before you throw them away.

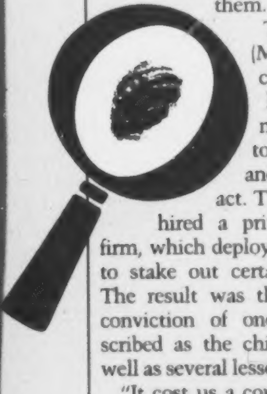
According to the Saudi Gazette, Saudi Arabia's chief religious authority has decided that Arabic newspapers cannot be thrown into the garbage. Nor can they be flushed down the toilet.

The reason given was that most Arabic papers usually contain verses from the Koran, the Islamic holy book, and sayings of the Prophet Muhammad; disposing of newspapers in either of those ways would suggest disrespect for holy writings.

An unanswered question is what can be done with the papers.

Putting the lid on newsrack thefts

It's a common-enough problem. Someone puts the requisite coins in a newsrack, removes not just one but a whole stack of papers, and then resells them.



The Natchez (Miss.) Democrat last year lost an estimated $40,000 to such thefts, and it decided to act. The newspaper hired a private security firm, which deployed three men to stake out certain locations. The result was the arrest and conviction of one person described as the chief culprit, as well as several lesser offenders.

"It cost us a couple thousand bucks (to hire the security firm)," says John Kliebenstein, circulation manager. "They caught this guy in two months."

Davies of the Courant (left) hosts Davies, his Canadian namesake.

Historic newspapers in U.S. and Canada are run by Michael Davies

Publisher Michael Davies, meet Publisher Michael Davies. They did. Twice.

The Michael Davies who is editor and publisher of The Hartford Courant first met with his namesake, the owner and publisher of the Kingston Whig-Standard, on Feb. 25 in that Ontario city. On May 5, Canada's Davies paid a visit to Connecticut's Davies.

The latter had initiated the exchange program when he noticed the same-name situation in a trade publication.

Besides the name and publisher title, they have something else in common—a newspaper legacy. The Whig-Standard, which began daily publication in 1849, is the oldest daily in Canada. The Hartford Courant claims to be the oldest continuously published newspaper in North America, tracing its history directly to The Courant, founded as a weekly in 1764. It became a daily in 1837.

Newspaper numbers

19.2—estimated percentage of U.S. newspaper employees who are represented by unions.

23—number of National Labor Relations Board elections conducted at U.S. newspapers in 1985, 14 of which were lost by unions.

1,186—number of U.S. daily newspapers owned by groups at the end of 1985 (compared with 489 that are independently owned).

8,750,597—number of tons of newsprint used by U.S. daily newspapers in 1985 (a record).

382—number of U.S. and Canadian Sunday newspapers selling for more than 50 cents a copy in 1985.

306—number of U.S. and Canadian newspapers selling for more than 25 cents in 1985 (reflecting 63-percent increase from 1984).

25—percentage of total Canadian ad revenues captured by Canadian daily newspapers.

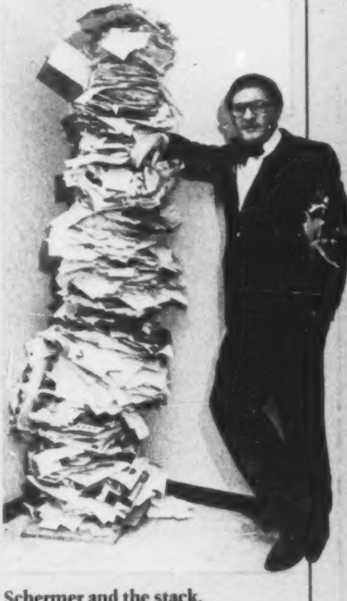
A new look (up) at junk mail

For those who have wondered whether a year's "junk mail" could exceed a normal person's height and weight, the president and CEO of Lee Enterprises Inc. has an answer: "Yes."

Towering over 6 feet and weighing 175.8 pounds are the 1,403 pieces of third-class mail Lloyd G. Schermer received at his Davenport, Iowa, home.

Postage came to $397.47—an estimated $330 less than what it would have cost to send the same amount of mail first-class.

What particularly annoys Schermer is that the Postal Service helped direct mailers offer his family almost $7 million worth of goods and services available locally. "Not only are we paying for the privilege of allowing the Postal Service to take our advertising customers, but we're also paying the government to take business from our local and regional retailers," he says.



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